

# Morgan Hill Downtown Plan



Task Force  
Final Recommendations  
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## CONTENTS

### Introduction

1980 Downtown Design Plan	4
Plan Update Process	4
Issues and Concerns	5
Goals and Objectives	6
Challenges and Opportunities	7

### Vision

Overview	8
Land Use	8
Parking	10
Downtown Access	10
Downtown Focal Point	10
Landscape	11
Signage	11

### Land Use

Overview	12
Land Use Targets	13
General Plan and Zoning	14
Land Use Strategies	15
Ground Floor Restrictions	18
Development Standards	18
South and North Monterey Road	19

### Circulation

Overview	20
Monterey Road	20
Third Street	22
Depot Street	22
Pedestrian and Bicycle Linkages	23

### Parking

Overview	24
Current Parking Utilization	24
Future Downtown Development	24
Parking Requirements	25
Parking Strategy	25

### Urban Design

Overview	28
Urban Design Improvements	29
Monterey Road	30
Third Street	33
Depot Street	35
Neighborhood Streets	37
Transit Oriented Linkages	37
Railroad Right-of-Way Landscaping	38
Dunne Ave. Design Improvements	38
Special Signage Near Freeway	38
Monterey Road Landscape Linkages	39
Llagas Creek Path	39

### Design Guidelines

Overview	40
Basic Design Principles	40
Monterey Road and Third Street	41
Railroad Corridor	46
Neighborhood Streets	47
Butterfield Boulevard Area	48

### Signage Guidelines

Overview	50
General Sign Guidelines	50
Wall Signs	53
Awning Signs	54
Window Signs	54
Projecting Signs	55
Hanging Signs	56
Freestanding Signs	56
Plaque Signs	57
Business Directional Signs	57
Monument Signs	57

### Implementation Strategy

Overview	58
Implementation Emphasis	58
Implementation Tasks	59
Public Improvement Priorities	66

### Appendices

A. Downtown Plan Team	68
B. Parking Utilization Summary	69
C. Development Assumptions	71

## List of Figures

1: Downtown Boundaries	4
2: Commuter Rail Station Easy Walking Distance	12
3: Important Plan Influences	12
4: General Plan Map	14
5: Zoning Map	14
6: Land Use Strategies	16
7: Ground Floor Use Restricted Area	18
8: Monterey Road Zones	19
9: Street Circulation Improvements Summary	22
10: Pedestrian/Bicycle Improvements Summary	23
11: Off-Street Parking Lots	24
12: Future Parking Resources	27
13: Urban Design Components	29
14: Monterey Road Narrowing Concept Section #1	30
15: Monterey Road Narrowing Concept Section #2	30
16: Monterey Road Concept Plan	32
17: Third Street Concept Plan	33
18: Third Street Concept Sketch	34
19: Focal Point Plaza Concept Sketch	34
20: Depot Street Concept Plan (south)	35
21: Depot Street Pedestrian Crossings	35
22: Depot Street Concept Sketch	36
23: Depot Street Concept Plan (north)	36
24: Neighborhood Street Concept Sketch	37
25: South Monterey Road Concept Plan	39
26: Monterey and Third Street Guidelines Boundaries	41
27: Railroad Corridor Guidelines Boundaries	46
28: Neighborhood Streets Guidelines Boundaries	47
29: Butterfield Blvd. Parcels Guidelines Boundaries	48
30: Transit-Oriented Street Pattern	48
31: Downtown 100 Year Flood Zone	60

## INTRODUCTION

### 1980 Downtown Design Plan

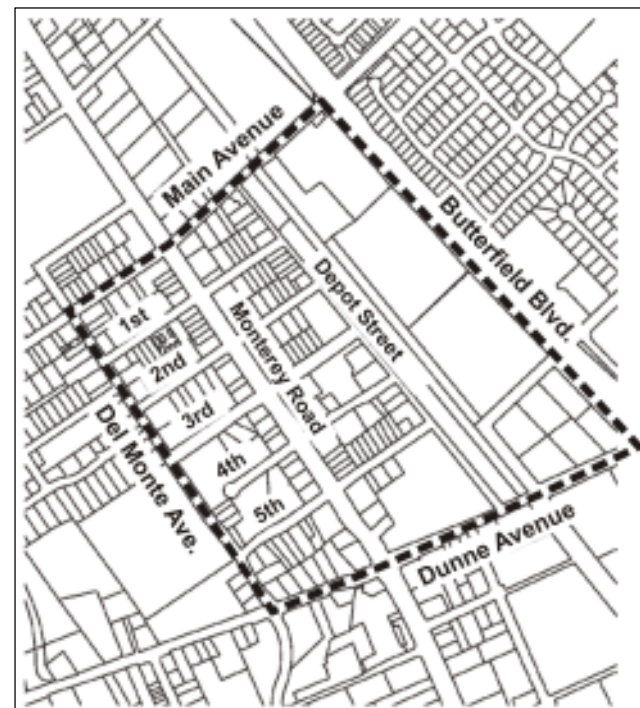
In 1980, the community held a series of public workshops to address issues of downtown revitalization. From these workshops, a bold plan emerged that has created a unique downtown image for Morgan Hill along with the modest attraction of new uses and the construction of additional buildings. Many of the concepts from that process have been implemented over the past twenty-two years including the landscaping and beautification of Monterey Road, public parking areas behind the buildings fronting on Monterey Road, landscaped pedestrian linkages between the parking lots and Monterey Road, and the commuter rail station has been constructed.

Other elements of the 1980 plan were not implemented as a part of the 1984 - 1994 design development and implementation phase of the plan, but have been evaluated as a part of the Downtown Design Plan Update. These include the narrowing of Monterey Road through downtown to one lane in each direction with diagonal parking, a Third Street pedestrian mall, a pedestrian bridge over Depot Street, improvements to Llagas Creek with a small lake and new commercial development clustered around a water feature, and the creation of distinctive downtown entry features on Monterey Road.

In addition, the plan included recommendations for commercial and residential development along with public and private sector design guidelines to bring uniformity and visual harmony to the downtown area.

### Plan Update Process

Recognizing the 1980 Downtown Design Plan had brought about substantial change but that it had not resulted in the level of revitalization desired and that over twenty years had passed, the Morgan Hill City Council appointed a Downtown Task Force and hired a team of professional planning, economic and urban design professionals to take a comprehensive look at the 1980 Downtown Design Plan in light of community change, continuing challenges, and new opportunities. The Task Force met over a ten month period and conducted a community-wide public workshop to obtain additional input. The resulting document includes a vision for the future, focused land use strategies, urban design improvements, and implementation strategies to guide public and private efforts.



**Figure 1: Downtown Boundaries**

*For the purposes of this document, downtown will be considered bounded by Dunne Avenue on the south, Main Street on the north, Butterfield Blvd. on the east, and Del Monte Avenue on the west.*



*Historic Votaw Building*

**Issues and Concerns**

One of the first tasks addressed by the Downtown Task Force was the identification of downtown issues and concerns. Not surprisingly, many of the concerns were similar to those raised in the community workshops in 1980. However, many were more focused and based on the past twenty years of revitalization efforts. The main issues and concerns identified by the Task Force are summarized below.

**Uses and Existing Development**

The downtown currently lacks a critical mass of uses to attract residents and new businesses. Specifically, the Monterey Road frontage is lacking in retail and entertainment uses, and many felt that some instances of physical blight were contributing to the lack of downtown vitality. Other concerns identified included the lack of space for existing downtown businesses to expand and the need to do something about the small houses downtown, some of which have been neglected over the past few years. In this regard, the task force expressed the need to keep some memory of the past alive within the downtown as revitalization proceeds, but not necessarily to preserve all of the existing houses.

**Parking**

There is a perceived parking shortage within the downtown, but a consensus of the Task Force was that more active uses to appeal to all community residents and visitors were most important to downtown and that care was required to preclude using valuable land for parking that might otherwise be devoted to retail, restaurant and entertainment uses. Another issue was the limited access to some parking resources.

**Circulation**

One of the major concerns identified during the preparation of the 1980 Downtown Design Plan was the speed of traffic through downtown on Monterey Road and the safety hazards that the traffic posed to pedestrians. That concern emerged as one of the major continuing problems and constraints to downtown revitalization and devel-

opment of downtown Morgan Hill as a focus of community social and commercial life.

**Landscaping and Lighting**

Concern was also expressed about Monterey Road and the bermed median being barriers to pedestrian movement, and therefore an element that is dividing the downtown into two separate areas, and limiting its overall economic vitality. The blocking of business signs by street and median trees also was noted. The special landscaping in the median and the supporting street trees and planters along the street were recognized as special and unique to Morgan Hill, but the Task Force felt that even more landscaping along with lighting would be desirable.

Attention was also focused on Llagas Creek as being a potential strong visual asset to the downtown, but frustration was expressed at the need to deal with up to nine separate governmental agencies to make creek improvements. Also noted as a significant concern was the current potential for downtown flooding which acts as a constraint on revitalization and new development in a large portion of the downtown.

**City Regulations and Programs**

The Task Force recognized that Morgan Hill's Measure P, which controls the city's rate of residential growth, also serves to limit the amount of new commercial development that can be supported by the community as well as potentially limiting residential development within the downtown area.

**Other Issues and Concerns**

Other observations included the need to broaden and promote the city's existing facade improvement program to encourage better downtown storefronts, and the need to reexamine the city's sign ordinance to see if modifications for the downtown area would allow more creative business signs. And, there was a consensus that downtown was too dark at night - especially the parking lots.

**Goals and Objectives for the Downtown Plan**

Following discussions of downtown issues and concerns, the Task Force established the following goals and objectives to guide the Downtown Design Plan update process.

**Vision**

- Develop downtown as a destination for all Morgan Hill residents and visitors
- Create a dynamic, diverse, safe and accessible place with extended activity hours
- Establish a visionary and realistic land use plan for downtown
- Capture the increased economic potential of the commuter rail station
- Develop a clear vision and strategy for the Monterey Road corridor
- Provide a mix of housing near the commuter rail station to enliven downtown and provide extended hours of activity

**Circulation and Parking**

- Slow traffic on Monterey Road to create a safer and more pleasant downtown pedestrian environment
- Encourage non-automobile links to the downtown and the commuter rail station
- Improve and integrate Llagas Creek as a part of the downtown and the community
- Develop a workable parking resources and management program
- Improve access to parking and consolidate separate parking facilities

**Urban Design**

- Create a downtown Activity Focal Point
- Create a sense of visual continuity
- Improve and integrate the downtown side streets and corridors
- Maintain and enhance a character unique to Morgan Hill

**Implementation**

- Develop a priorities and investment implementation plan to guide future action
- Strengthen public/private partnerships for downtown implementation
- Make the most out of any potential public investments (e.g., improvements related to new courts complex)
- Strengthen the downtown owner and merchant organization

### Challenges and Opportunities

In order to ensure that the Morgan Hill Downtown Design Plan is based in reality, an initial economic overview was conducted by the professional planning team's real estate economics specialist. Downtown revitalization challenges and opportunities were identified to serve as factors in establishing a downtown vision and developing strategies to achieve it. These major challenges and opportunities are summarized below.

- The small size of the city's population base and the growth controls of Measure P will limit the city's ability to draw many of the upscale retailers that might otherwise be attracted to the community's increasingly affluent resident profile.
- Nearby south San Jose and Gilroy retail centers are strong competitors for new commercial uses.
- While the downtown's historic role as a traditional retail center serving a broad local population is no longer viable, significant opportunities will emerge for downtown food establishments, entertainment-related uses, selected specialty retail uses, and home furnishings.
- Morgan Hill's office market will likely be limited for some time to come to buildings constructed for specific tenants, with limited potential for speculative office buildings that serve a wide range of potential tenants. Future office opportunities in the downtown area are most likely to consist primarily of businesses that provide support or services to the planned downtown County Courthouse facility (e.g., legal, finance, and office support services.) Opportunities exist for the conversion of existing residences in the downtown to meet a portion of this office need.
- Opportunities exist for both market rate and below market rate housing in the downtown area, provided that there is a clear plan and commitment to create a residential community in the area.
- The new Community Center and Playhouse on the Old Morgan Hill School site will draw additional residents to the downtown, and the Gavilan College classes held in the center will bring new visitors to the area. Both offer the opportunity to attract patrons to downtown restaurant and entertainment uses, and increase evening activities in the downtown.
- The current residential population in and immediately surrounding the downtown area can serve as a foundation for a downtown neighborhood with residents to patronize the businesses of the area and provide activity into the evening hours.



*Downtown Mall*



## VISION

### Overview

Strengthening downtown as the social and activity heart of Morgan Hill is the overriding aspiration of this plan - a place where residents from all segments of the community can meet, shop, participate in public celebrations, and share in the richness of Morgan Hill's community life. It will be a place like nowhere else - a place with its own unique scale, character and uses.

### Land Use

Downtown will encourage and accommodate a wide diversity of uses serving the community. It will offer needed goods and services as well as provide a congenial home for new and unique businesses that may exist nowhere else but in Morgan Hill. It will be a village where each use has its own distinct character, and where walking from use to use is an interesting and stimulating experience.

A diversity of restaurant and entertainment uses will draw office workers to downtown during the day, and provide a rich destination for individuals and families at night and on the weekend.

Specialty retail and food stores (e.g., bakeries, wine shops and take-home gourmet meal delis) will serve commuters as well as providing other residents with a greater range of shopping choices.

New homes and apartments in and around downtown will provide support for downtown businesses.

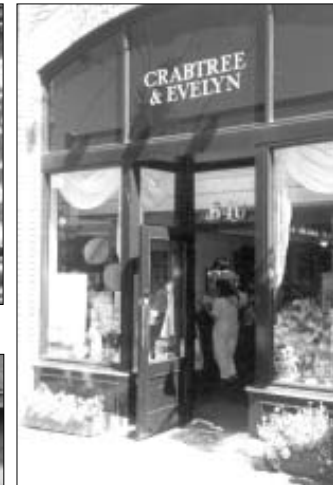
And, existing small houses will be interspersed with small businesses such as gift shops and law offices within a richly landscaped environment.



*Continuity of interesting shops*



*Restaurants with windows on the street*



*Attractive storefronts*



*Residences converted to interesting shops and offices*





*Variety of restaurants types and menus*



*Diversity of shops*



*Indoor/outdoor businesses*



*Attractive second floor uses*



*Place for community activities*

## Parking

Existing downtown parking lots will be improved with landscaping and lighting to provide convenient and attractive one-stop locations to leave the car while walking to several destinations along well landscaped sidewalks.



Additional linkages between downtown parking lots will be created. On-street parking spaces will serve as convenient spaces for quick in-and-out stops while additional parking lots will be added over time to accommodate longer term parking needs. Shared parking by all uses will be encouraged.

## Downtown Access

Pedestrian and bicycle access to downtown will become more common in the future as bicycle lanes are added to north and south Monterey Road, with links along Depot Street to the rail station. And as streets are beautified with landscaping and street furniture, walking to the downtown will be a more pleasant experience. Many will bike or walk to downtown along the edges of a beautified Llagas Creek by way of the Llagas and West Little Llagas Creek Trails connecting the downtown to the Community Park and Silveira Park.

## Downtown Focal Point

Third Street will become a focus of activity and outdoor dining in downtown. Widened sidewalks with lush tree plantings on each side of the street will accommodate outdoor dining and special shops such as a produce market. Portions of the street, designed more as a plaza than a street, will be closed for special events including activities such as music and art shows. A focal point fountain near the Monterey Road end will provide a gathering place for activities and special lighting will add a festive quality to the street.



*Third Street*



*Third Street Plaza*



*Local Downtown Street*



*Distinctive storefronts and signage*

## Landscape and Lighting

Downtown will have the feel of a well landscaped neighborhood with side streets lined with trees and street lights of a character related to the quality landscaping and paving along Monterey Road. New landscaping along Depot Street and along each side of the railroad tracks will add to the green quality of downtown and provide a positive image of place and pride to those passing though on the train. Attention to paving will bring additional scale and interest to pedestrian areas, and individual shops will have flower boxes and pots in front of their storefronts and entries to add color and an individual personality to each business.

## Signage

New public signage will assist in finding public parking lots and other destinations, while directional signage near the freeway and at the ends of Monterey Road will assist visitors in finding their way to downtown Morgan Hill. Special identity signs marking the downtown entries will have a special character unique to Morgan Hill, and will assist in announcing to motorists that they are entering a special pedestrian-priority zone where speeds are slower and pedestrian crossings are frequent.

And, private signs will be well designed to provide visual interest and express the uniqueness and individuality of each business.



*Signage with unique personality*

## LAND USE

### Overview

The introduction of a commuter rail station in Downtown Morgan Hill on Depot Street at Third Street has created new land use and business opportunities. Areas within a 1/4 mile radius of the station - approximately a five minute walk - are strong candidates for businesses serving the commuter population and for residential development appealing to those who wish the convenience of commuting by rail without having to drive to the station. The whole of Downtown Morgan Hill is included within this easy walking distance as shown on Figure 2. Land use plans and strategies have been strongly influenced by this relationship.



Figure 2: Commuter rail station easy-walking radius



Commuter rail station

In addition, there are several other strong physical and land use features of the downtown that have influenced the plan and will heavily influence private sector development decisions over the coming years. They are shown in Figure 3.



Figure 3: Important plan influences

#### Key

- Vacant parcels
- ▭ Parking lots
- ★ Commuter rail station
- CTPL Caltrain parking lot
- ☼ Community Center
- ✱ Community Playhouse
- Proposed County Courts Facility
- ↔ Wide Third Street
- ..... Llagas Creek

## Land Use Targets

While the vision for Downtown Morgan Hill is one welcoming a rich diversity of uses, it is important to work toward a mix of uses that are mutually supportive and consistent with the vision of a pedestrian-oriented Village. Emphasis will be placed on retaining and attracting the following uses:

- Restaurants

*A wide range of eating establishments is desired from simple grilles to white table cloth restaurants. However, in the context of Morgan Hill, franchise fast food restaurants are felt to be appropriately located in places other than downtown. Restaurants with outside dining or with openable window walls adjacent to the sidewalk will be especially promoted.*

- Entertainment Uses

*Entertainment uses are desired, but need to be sensitive to their surroundings in terms of hours of operations and outside noise. Cinema venues and music provided in conjunction with restaurant dining are most desirable.*

- Food Shops

*Bakeries; natural food markets; wine, cheese and olive shops; and other special food businesses will add richness to the downtown environment and provide convenient services near to the commuter rail station.*

- Home Furnishings

*The income levels of Morgan Hill residents offer a market for art and interior decorating items and services. Art galleries and decorative arts shops will increase the visual appeal of storefront windows and add to the pedestrian experience in the downtown.*

- Specialty Retail Uses

*Niche markets will continue to allow for diverse and interesting additions to the downtown - especially those small businesses started by local residents with a special interest in and passion for unique goods.*

- Professional Offices

*Offices will provide additional life and vitality to downtown as office workers provide activity on the sidewalks, and support retail shops and restaurants. The location of these uses, however, will be important to avoid gaps in retail and active frontages. Locations on upper floors above retail and restaurant uses, on side streets away from the Monterey Road frontages, and near Butterfield Boulevard will be most appropriate.*

- Commercial Services

*Uses that serve downtown visitors, residents, businesses, and commuters will increase the diversity of downtown and increase the amount of time spent on each individual trip to the area. Beauty and nail salons, real estate and insurance offices, and businesses providing services to other businesses will be included. As with professional offices, locations that minimize the disruption to pedestrian retail activity are better than those along Monterey Road and Third Street. Conversion of existing homes or new construction of small buildings on the side streets between Monterey Road and Depot Street offer special opportunities for these uses.*

- Residential apartments and for-sale housing

*Residents in and adjacent to downtown will assist in extending the hours of activity in the area while providing important support for downtown businesses and restaurants. Housing types that are appropriate to a location near a commuter rail station will be emphasized while low density housing projects that are similar to those in other areas of the community will not be allowed downtown.*

- Grocery Market

*The maintenance of the existing Albertson's market or the attraction of a new market will make downtown residential living more attractive and convenient.*



## General Plan and Zoning

Land uses will be required to conform to both by the Morgan Hill General Plan and Zoning Code. Land use classifications generally remain the same in both documents as prior to the adoption of this plan with the exception of properties east of the railroad tracks and north of Main Avenue. These have been reclassified to categories more consistent with the opportunities of transit-oriented development. No changes are proposed to the area west of downtown on Main Avenue.

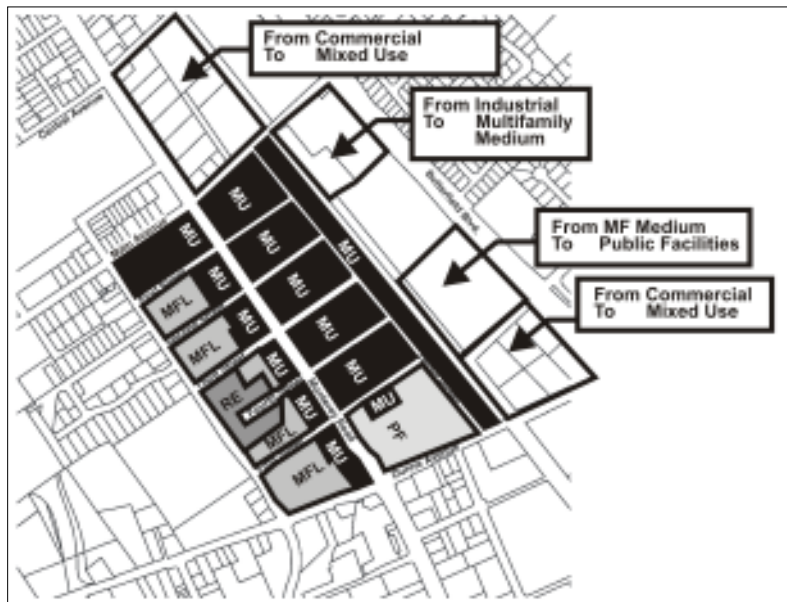


Figure 4: General Plan map

<b>MU</b>	Mixed Use
<b>MFL</b>	Multifamily Low Density
<b>RE</b>	Residential Estate
<b>PF</b>	Public Facilities

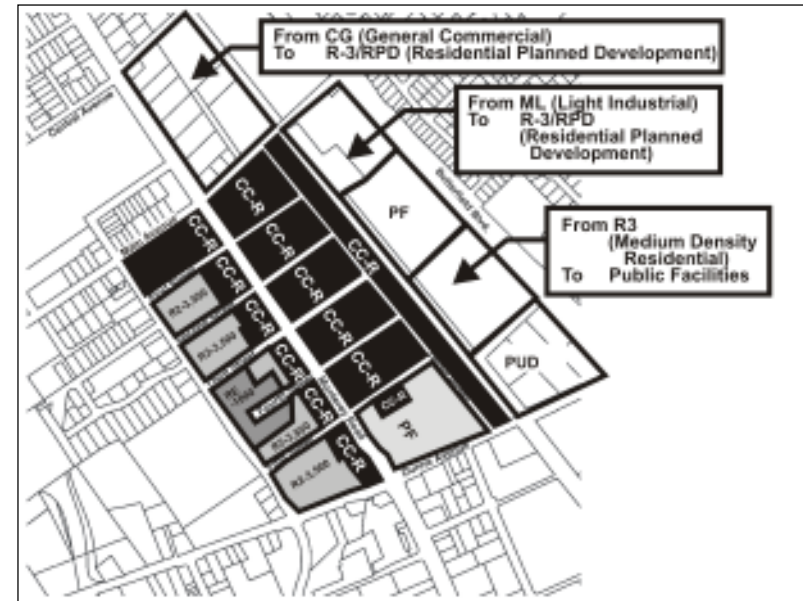


Figure 5: Zoning map

*This map is generalized. Refer to official City of Morgan Hill Zoning Map for detailed zoning boundaries.*

<b>CC-R</b>	Central Commercial, Residential District
<b>R2 - 3,500</b>	Medium Density Residential District
<b>RE - 100,000</b>	Residential Estate District
<b>PF</b>	Public Facilities
<b>PUD</b>	Planned Unit Development

## Land Use Strategies

Future land uses will be highly dependent upon individual entrepreneurial choices and decisions. However, those decisions can be guided through education, persuasion, and the development approval process to move toward the desired vision for the downtown. The following strategies are intended to encourage land use patterns that can produce a critical mass of activity to enhance economic vitality and strengthen the downtown as the social and public focus of Morgan Hill. They will be used to plan public sector investments and to assist city staff and commissions in evaluating the appropriateness of individual development applications. The items are numbered for reference to the map on the facing page.

### **1. *Infill Commercial***

Monterey Road is, and will continue to be, a highly desired location for future commercial uses. Current vacant lots and parcels used for parking disrupt retail continuity along the street, and advertize a less-than-robust economic condition. Special focus will be placed on attracting new construction to these sites as opportunities and commercial lease rates permit. Emphasis will also be placed on renovating existing buildings on the street.

### **2. *Granada Theater Retention and Enhancement***

The cinema is an important downtown use to draw members of the community to the area and to establish downtown as a restaurant and entertainment focus. As a privately owned facility, its ultimate fate is in the hands of the owners and lessees. However, the City will encourage the upgrading of the theater in order to maintain its economic viability.

### **3. *Third Street Commercial Focus***

The lining of Third Street between Monterey Road and Depot Street with restaurants, retail and commercial service uses related to the commuter rail station will provide a link between the main retail and restaurant uses of the downtown and the commuter rail station. It will also create a distinctive focal point of restaurant and after-work

commercial uses. Appropriate uses might include restaurants with outside or open-fronted dining; a brew pub; shops selling wine, flowers or take-home meals; and specialty stores for baked goods, foods, and condiments to serve both the arriving home commuters and the population as a whole.

Existing residences on the north side may remain in their current residential use, but encouragement will be given to converting them, over time, to active uses such as restaurants or gift shops, or to an eventual rebuilding for commercial or mixed uses.

To enhance the activity focus nature of the street, second floor office and/or residential uses will be encouraged. Some second floor office uses might be tailored to the needs of the proposed County Courts facility.

### **4. *High Density Residential***

Densities up to around 35 to 40 units per acre are appropriate on the Sunsweet Site given its proximity to the commuter rail station and the large size of the parcel. Design guidelines and review will assist in guiding the development to achieve a scale and character that are consistent with the village qualities of Downtown Morgan Hill.

### **5. *Mixed Use Commercial Infill***

This area's proximity to the commuter rail station and relatively large size makes it appropriate for significant new development. Ground floor commercial uses or food service might be supplemented by upper floor office or residential uses similar to those envisioned for Third Street properties.

### **6. *Commercial and/or Medium Density Residential***

The size and location of this area makes it suitable for a variety of uses that would be compatible with the downtown vision. Adaptive reuse of the area's architecturally unique feed and grain buildings to house a mix of uses will be encouraged. Its large undeveloped land area might also be uniquely suited for restaurant or brew pub use.



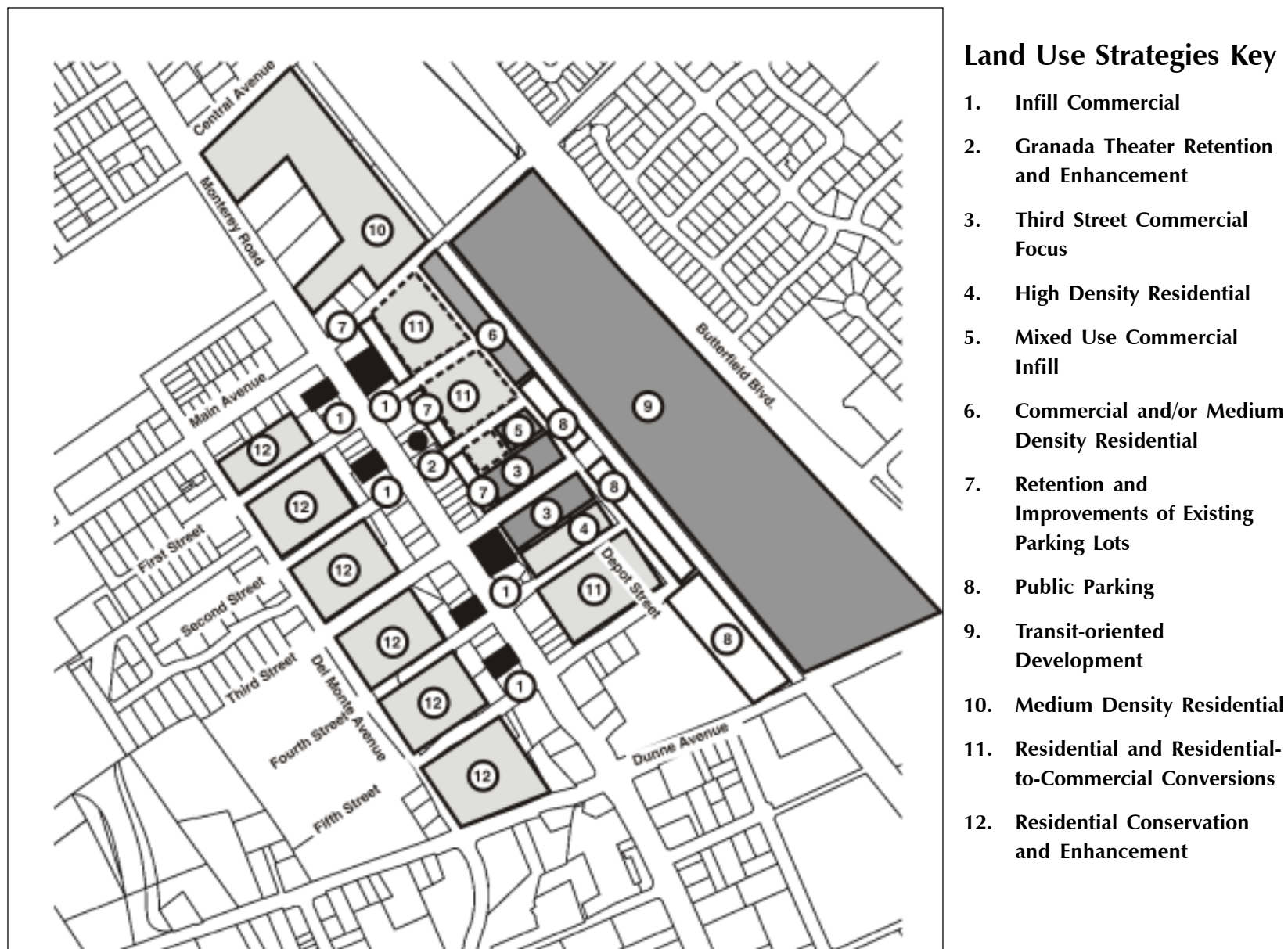


Figure 6: Land Use Strategies

The parcel's relatively large size and configuration would also allow some or all of its parking to be provided on-site. Should the reuse of the existing structures on the parcel prove to be unfeasible, the site's proximity to the commuter rail station would make it well suited for transit-oriented development, including residential units.

#### **7. Retention and Improvement of Existing Parking Lots**

The development of shared parking lots was a major component of the 1980 Downtown Design Plan which has added substantially to the vitality of Downtown Morgan Hill. Those lots will be retained and improved with better internal circulation and connections between lots, increased landscaping, lighting and public signage. Similar lots and connections will be sought, where possible - such as the linking of existing surface lots behind Monterey Road frontages on the east side of the street between Main and First Street.

#### **8. Public Parking**

Limited opportunities for the addition of public parking resources exist within the core area of the Downtown. Utilization of railroad corridor properties along Depot Street near the Third Street area offers an opportunity to provide modest, but well-located additional parking spaces.

The northernmost parcel is already used for parking and drop-off at the commuter rail station. The southern parcels could be initially used for surface parking. Both have the option of adding a single parking deck on a second level to provide more parking without introducing large scale parking structures into the heart of Downtown.

#### **9. Transit-oriented Development**

Parcels on Butterfield Boulevard will be devoted to uses and development densities consistent with their close proximity to the commuter rail station. Multifamily residential development in a density range of 18 to 40 units per acre is strongly desired in this area, especially in the area near Main Avenue. Housing emphasis will also be expected in the area closer to Dunne Avenue, but other uses, such as offices, will be

considered near Dunne Avenue if they are supportive of the proposed County Courts facility.

In any event, typical auto-oriented development such as a shopping center with large surface parking lots will not be allowed. Development standards and guidelines for this area, included in this document, are intended to ensure that development occurs in a manner supportive of transit-oriented design (e.g., development intensity, pedestrian orientation and linkages, parking placement and design, development concentration, etc.). These guidelines will also be used in working with the County for the planning of their new Courts Complex.

#### **10. Medium Density Residential**

This area is outside of the area defined as *Downtown* in this document. However, the under utilization of the land in this area and its relatively close proximity to the commuter rail station make it an important potential supportive asset to downtown.

The development of residential units in a range of 8 to 18 units per acre will be encouraged along the railroad right-of-way north of Main Avenue. The size of parcels along the railroad corridor will allow the area to be developed with its own special character and resident-serving amenities. The inclusion of some parcels fronting on Monterey Road would enhance the sense of community by providing identity on Monterey Road and allowing landscaped linkages to the bulk of the residential units.

#### **11. Residential and Residential-to-Commercial Conversions**

Existing residential units in areas east of Monterey Road and north of Third Street will remain in residential use if desired by their owners. However, allowance will be made for conversion to other uses. Examples of potential uses might include law offices in support of the new County Courts Complex, general offices, gift shops, beauty salons, health spas, restaurants, art galleries and studios, etc.

For this to function without the destruction of the special visual qualities that the area now has, on-site parking will be restricted. Any

new development in the area will be required to be designed to be compatible in both scale and character to the current residential nature of the area.

### **12. Residential Conservation and Enhancement**

The cohesive residential neighborhood west of Monterey Road will be maintained. Encouragement will be given to the development of new residential units in the area on parcels currently devoted to commercial uses.

### **Ground Floor Use Restrictions**

To enhance the pedestrian character of downtown and assist in guiding the location of businesses in support of the downtown vision, ground floor spaces on portions of Monterey Road and Third Street, as defined in Figure 7, will be restricted to retail shops, restaurant and entertainment uses, and service commercial businesses that support a continuity of display window visual interest. They include shoe repair, dry cleaners and similar uses that serve the community and the commuter population on a daily or weekly basis.

Office development may be located on second floors above retail, restaurant and commercial service uses in these areas.

### **Development Standards**

With the exception of the Community Center, all downtown properties will either be in a currently designated residential zone or in the CC-R Zoning District which was created especially for the mixed use nature of Downtown Morgan Hill. The standards of these districts will continue to be applied with the exception that CC-R standards will be modified to allow improvements on currently developed lots by reducing the minimum lot area and width standards, and to define the measurement of maximum height to allow adequately pitched roofs in residential scale areas. However, each individual project will be carefully reviewed to ensure compatibility with the vision and intent of this plan. The design guidelines included in this document will serve to assist city staff and commissions in making that judgement.



Figure 7: Ground Floor Use Restricted Area

### South and North Monterey Road

Monterey Road south of Dunne Avenue is not a part of the downtown area. However, future development along this corridor will have an impact on the downtown. Current city plans and policies restrict retail commercial uses to the areas around the Dunne Avenue and Tennant Avenue intersections with areas between limited to non-retail commercial uses. This pattern will continue as city policy.

There are many vacant or under utilized parcels in this area and some blighted structures. Many of these parcels will be developed with new construction over the coming decades. Uses are likely to be a mix of businesses similar to those that currently line the road.

Development opportunities on North Monterey Road between Main Avenue and the railroad underpass are fewer in number than on the southern portion of the street. However, the importance of this portion of the street as an entry to the downtown is equally important.

Both north and south Monterey Road will be improved with additional street trees, landscaped medians and special treatments at key intersections. These improvements are outlined in the Urban Design section of this document.

In order to encourage pedestrian and bicycle access to downtown along the Monterey Road corridor as well as the future use of public transit, new development on north and south Monterey Road will be encouraged to be planned and designed according to transit-oriented principles as outlined to the right.

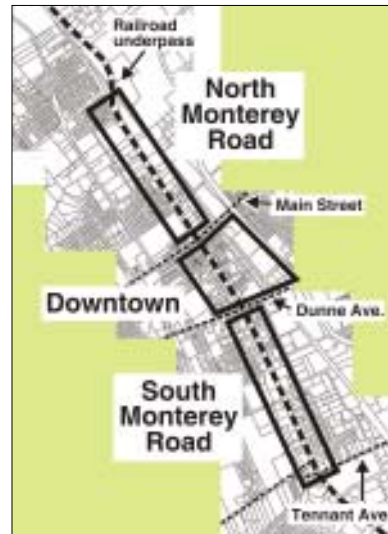


Figure 8: Monterey Road Zones

### Transit-oriented Principles for North and South Monterey Road

- Consolidate adjacent parcels into larger development sites whenever possible.
- Plan for future public transit accommodation.
- Locate buildings near street frontages.
- Orient building entries to the street.
- Provide interesting display windows along street frontages.
- Include a mix of uses whenever feasible.
- Limit parking between buildings and the street.
- Break large parking areas into smaller areas with substantial landscaping.
- Cluster buildings and activities for increased convenience.
- Provide direct, safe pedestrian connections from all adjacent streets and parking areas to building entries.
- Provide weather-protected pedestrian walkways.
- Provide for pedestrian connections between complexes.
- Plan for bicycle access and parking.
- Avoid blank facades facing the street.
- Utilize joint parking resources wherever possible.

## CIRCULATION

### Overview

The street system in the downtown area is well established. However, additional studies will be prepared to determine whether any street or intersection modifications may be required. In addition, changes will be made to improve pedestrian safety, increase the visual appeal of downtown, and accommodate long term circulation improvements envisioned in the Morgan Hill General Plan.

### Monterey Road

Monterey Road provides major access to downtown from both the north and the south. With four traffic lanes (two in each direction), it serves not only as a major access route to downtown, but also as a circulation route for through traffic - often serving as an alternative route to Highway 101 when traffic backs up on the freeway. By virtue of its width and large through-traffic volumes, Monterey Road often poses internal circulation conflicts within downtown while making pedestrian crossings of the street difficult and often dangerous. In addition, the perceived width of the street, traffic volumes and vehicle speeds have resulted in a physical and psychological barrier separating the downtown into two segments - one east and one west of Monterey Road.

Several construction projects have been completed or started in recent years that have, or soon will, increase overall traffic capacity in the north-south direction. Butterfield Boulevard has been completed between Cochrane Road and San Pedro Avenue, and will in the future be extended to Watsonville Road to provide an alternative route through Morgan Hill. And, Highway 101 has been widened to provide additional lanes and traffic capacity.

A strong desire exists to reduce the conflicts and barriers created by the current conditions on Monterey Road. Two approaches will be examined to achieve these objectives: consideration of reducing the number of travel lanes through downtown and the application of traffic calming measures.



*Monterey Road*



*Third Street Pedestrian Crossing*



### **Monterey Road Narrowing**

The advantages of narrowing Monterey Road from four lanes to two through the downtown area include a reduction in traffic speeds and the ability to widen sidewalks for outdoor dining and street furniture as well as reducing the amount of vehicular paving the pedestrian must cross. In addition, narrowing of the travel lanes would allow bike lanes to be added through downtown or the consideration of an option for diagonal parking to increase parking resources in the most desirable location.

Prior to any consideration of narrowing the street through downtown, an updated traffic study will be prepared to examine the traffic impacts of such an action, and the potential need to widen other streets. Other factors, such as emergency services access and existing uses of the street (e.g., parades) will also be considered. Should that study conclude that a reduction in travel lanes might be possible, the reduction would be given a trial period by a temporary narrowing.

### **Monterey Road Traffic Calming**

If Monterey Road remains in its current configuration, steps will be taken to slow traffic speeds in order to make it safer for pedestrians and to enhance its visual appearance to strengthen the image of downtown as a unique pedestrian zone. Based on further study and design, public improvement plans will be developed, drawing on the following techniques:

#### **1. Entry Point Landscaping**

Add trees at the corner of Dunne Avenue and Main Avenue to signal entry into a special zone.

#### **2. Entry Point Paving**

Install special raised paving bands north of Dunne Avenue and south of Main Avenue to give a tactile and visual signal for traffic to slow down.

#### **3. Downtown Identity Signage**

Add special median signage at the Dunne and Main entries to signal downtown as a special zone.

#### **4. Special Banner Signage**

Install support standards for the display of seasonal or special events banners.

#### **5. Third Street Special Paving**

Add special textured paving to link the east and west sides of Monterey Road visually.

#### **6. Special Median Landscaping**

Add low shrubbery and ground cover landscaping to the median including flowering plants.

#### **7. Median Tree Lighting**

Install pin lighting or up lighting to trees in the median to signal entry into a nighttime activity area.

#### **9. Pedestrian Crosswalk Emphasis**

Increase the visibility of crosswalks to motorists by one or more of the following means:

- Enhancing the color edge striping
- Changing traffic signals to allow pedestrian priority over vehicular traffic
- Adding push button-activated flashing pin lights in crosswalk striping

#### **10. Pedestrian Priority Ordinance**

Establish a City ordinance setting forth special district(s) in which pedestrians are given priority with focused enforcement, increased fines for violations, and special signage

### Third Street

Third Street is wider than the other east-west streets in the downtown - possibly because of its historic linkage between the railroad and the Monterey Road when Monterey was the main highway through the community. Since the street carries very little traffic, it will be narrowed to one traffic lane in each direction with parallel parking on one side. This will allow the sidewalks on both sides of the street to be widened to accommodate outside dining, displays (e.g., produce and flowers), and additional landscaping.

The landscape improvements and the activities along the street will serve to provide a strong link between the commuter rail station on Depot Street and the uses along Monterey Road. The street will be designed to allow it to be closed off periodically for informal markets, art shows, music events, and similar community activities. More details are provided in the Urban Design section of this document.

### Depot Street

Depot street will be improved with landscaping and enhanced sidewalks to serve as a strong pedestrian link between the commuter rail station and the Community Center to the south; residential areas to the north; and the Third Street entry to downtown. A widened sidewalk will be provided on the east side of the street, and bike lanes will connect the train and bus terminus with creek trails, parks, and distant residential areas.

Improvements will include enhanced landscaping at the Main Avenue intersection to provide a sense of entry to the street. More details are provided in the Urban Design section of this document.

One additional change will occur in the future. When a Dunne Avenue underpass of the railroad tracks is completed, as called for in the Morgan Hill General Plan, Depot Street will be closed between Fifth Street and Dunne Avenue. At that time, or before if warranted by traffic conditions, a study will be conducted to determine the need for a traffic signal at the Monterey Road/Fourth Street intersection.

### Other Streets

Other streets between Depot Street and Del Monte Avenue will have beautification improvements including a narrowing of the street paving at corners.

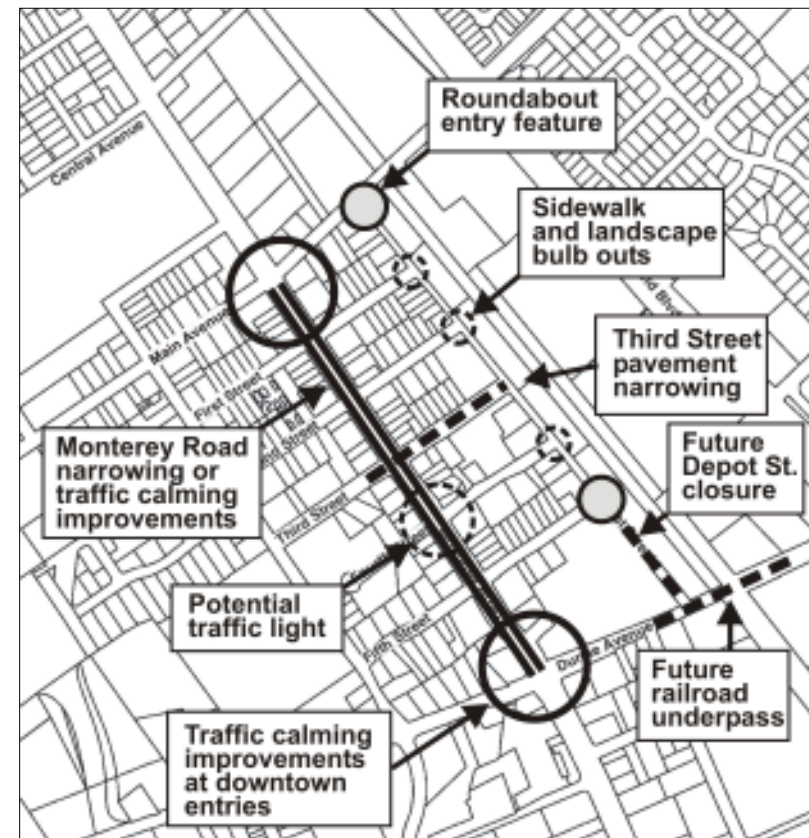


Figure 9: Street Circulation Improvements Summary



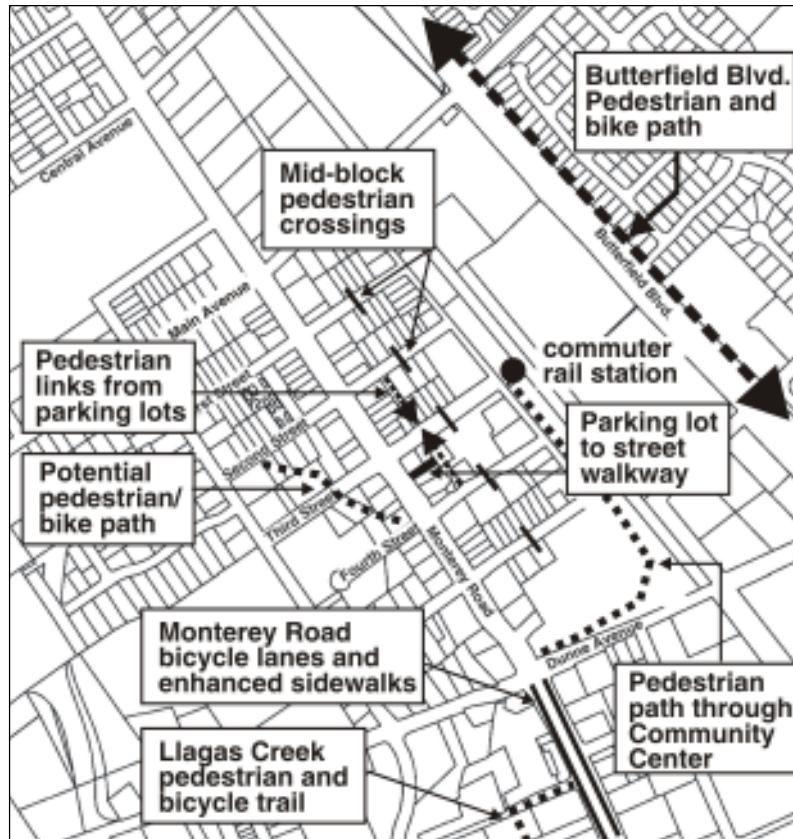


Figure 10: Pedestrian/bicycle Improvements Summary

### Pedestrian and Bicycle Linkages

As a part of the downtown plan implementation, several pedestrian and bicycle linkages will be enhanced. As set forth in the General Plan, a pedestrian and bicycle path will be constructed from the Community Park to Myrtle Avenue along Llagas Creek, and bicycle lanes will be added to south Monterey Road in conjunction with streetscape and sidewalk improvements. Bike lanes between Dunne Avenue and Main Avenue, as shown on Figure 15, will be considered if the number of travel lanes on Monterey Road is reduced.

Depending upon the final flood control solution developed for Llagas Creek, some additional linkages may be possible along the creek from Third Street northward.

In addition, a pedestrian and bike path will be constructed along Butterfield Boulevard.

Within the downtown area, an additional pedestrian link will be developed between the new parking lot planned for the Sunsweet Site (bounded by Third Street, Depot Street and Fourth Street) and Monterey Road in a manner similar to existing linkages between other lots and the street.

Also with respect to the existing parking lot east of Monterey Road between Second and Third and the proposed Sunsweet lot, efforts will be made to provide pedestrian walkways to connect to Third Street in recognition of the commercial uses to be developed there.

Other improved pedestrian linkages will include mid-block pedestrian crossings on side streets with commercial uses (e.g., East Second, East Fourth, etc.)

## PARKING

### Overview

Downtown Morgan Hill is currently served by 1120 parking spaces with 433 on-street spaces and 687 spaces located in the off-street parking lots shown in Figure 11. In addition, there are another 531 spaces in the two Caltrain commuter parking lots - 64 in the lot on Depot Street and 467 in the large lot accessible from Butterfield Boulevard. Most of the off-street parking lots are privately owned, but some are public lots by virtue of ownership or agreements with the property owners. Most of these off-street parking lots are located at the rear of parcels fronting on Monterey Road and provide convenient parking for downtown visitors. Their usability has been enhanced over time by efforts to relate contiguous lots or those in adjacent blocks so that a motorist might move easily from lot to lot in order to find a parking space.

### Current Parking Utilization

While parking is often difficult to find on Monterey Road, where there are only 30 on-street curbside spaces, the overall utilization of existing downtown parking spaces is quite low. A Parking Utilization Study was conducted to inventory the use of all on-street and off-street parking spaces hourly during a typical weekday from 9 a.m. to 7 p.m. and weekend day from 10 a.m. to 1 p.m. The inventory showed that the utilization of both on and off-street spaces was less than 50% except for the weekday noon hour when both slightly exceeded that figure. Generally, parking is not considered fully utilized until the utilization rate reaches 85%, at which time searching for an empty space becomes more of a problem. The Caltrain lots were not included in the hourly inventory, but were observed to also be less than fully utilized - especially the large lot east of the railroad tracks.

### Future Downtown Development

There is no definitive means to accurately project future parking demand. The relative attractiveness of different uses and specific businesses to residents can have substantially different parking demand characteristics, and the time of day that different uses have their peak demand or the ability of a mix of uses to draw from the same downtown visitor in a single trip all play a role in determining the need and adequacy of downtown parking.

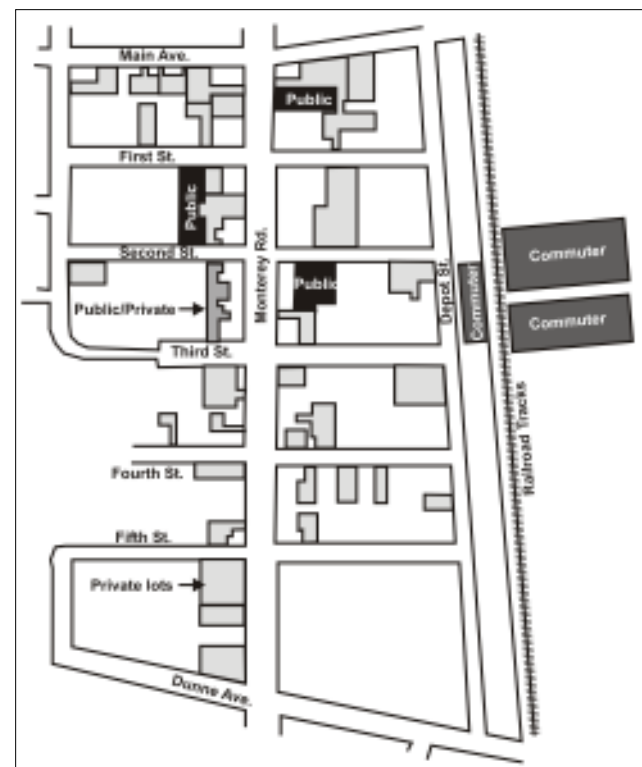


Figure 11: Off-street Parking Lots



East Third Street parking on a weekday

However, for the purposes of establishing a range of parking demand possibilities, some development assumptions and future growth estimates were made based upon the infill of currently vacant lots, rebuilding on some lots with greater potential than currently realized, and some conversions of residential structures to commercial uses between Monterey Road and Depot Street. Future development could eventually double or even triple the current amount of commercial space in the downtown area. However, this growth, if realized, would likely occur over a period of twenty years or more.

### Parking Requirements

The small lot size within the downtown area has made infill development and the expansion of existing businesses difficult to achieve physically and financially. And, if substantial economic development were to occur, the current on-site parking requirement would likely result in conditions very intrusive to the scale and character of the downtown with large portions of the land area devoted to small, single business parking lots.

Given the amount of currently underutilized parking in the downtown and the additional resources available in the Caltrain parking lots and at the Community Center, new infill development will be encouraged through a waiver of the on-site parking requirements for new commercial development. Existing businesses will be allowed to expand without providing additional parking. Guest parking requirements for residential construction will also be waived. In order to maintain and reinforce the pedestrian character of downtown, on-site parking for residential-to-commercial conversions will be prohibited unless it is provided at the rear of the parcel and can be accessed from Main Avenue or Depot Street where pedestrian continuity is less critical.

### Parking Strategy

Given the relatively large amount of parking which is not currently utilized and the other parking resources in the Caltrain parking lots and on the Community Center site, the first priority of the parking strategy will be to better manage existing resources to meet parking demands without disrupting the village fabric and pedestrian continuity with additional on-site parking lots. The parking strategy assumes that all or most new parking for commercial uses will not occur on the sites related to their uses for the following reasons:

- Maintenance of a compact commercial core
- Strengthening of pedestrian retail continuity
- Encouragement of small parcel development improvements
- Maintenance of physical and visual continuity
- Encouraging the joint utilization of parking resources
- Allowance for the conversion of residential properties to commercial use without destroying the scale and character of the area

The city will develop a comprehensive Parking Management Program and will assume the responsibility for monitoring the demand for parking and taking steps as needed to incrementally expand resources. As part of this program, a determination will be made as to whether the cost of the program will be borne solely by the city or whether property owners will be expected to participate through in-lieu fees or assessments.

The Parking Strategy will consist of the following steps:

#### 1. Rely on current parking resources initially.

The Parking Utilization Study showed that existing parking lots and on-street parking are being utilized well below their capacity. While there may be shortages in some isolated areas, such as along the Monterey Road frontages, parking utilization overall is only at about an average of 35% - well below the 85% utilization rate taken as "full". Special efforts will be made



Figure 12: Future Parking Resources

to remove barriers and improve circulation connections between existing parking lots (e.g., the southwest corner of Monterey Road and Main Avenue.)

**2. Construct a new parking lot on the west end of the Sunsweet Site**

Continuing the current pattern of parking lots behind Monterey Road parcels and connecting between intersecting side streets would be expected as a part of the development plan for the

Sunsweet Site development bounded by Third Street, Depot Street and Fourth Street.

**3. Add additional parking along the Depot Street Rail Corridor**

Although the depth of parcels along the railroad corridor are relatively shallow, they will accommodate parking lots with diagonal parking. The area near Dunne Avenue would yield more efficient parking after the closing of Depot Street between Dunne Avenue and Fifth Street when the railroad underpass is constructed.

Initially, surface parking lots would add to the parking resources at relatively low improvement costs. When additional parking resources are required, the city will evaluate the option of adding one or more parking structures in this location versus increasing the parking supply as outlined in step 4 below. The area north of Fifth Street could accommodate a modest two-level structure with minimum visual bulk as shown in the example below. The area near Dunne Avenue, because of its potentially greater width, could accommodate a larger structure, if desired, and could jointly serve the downtown and the Community Center.



**4. Construct Joint Use Parking Structure on the Existing Commuter Rail Parking Lot**

Joint utilization of parking resources by Caltrain riders and downtown users is highly desirable. Commuters utilize the spaces during the day while much of the downtown need (e.g., restaurant and entertainment uses and public events) will be of an evening and weekend. The joint utilization of parking would allow fewer total spaces to be constructed and would conserve capital for other important investments.

The city will work cooperatively with the Valley Transportation Authority (VTA) to explore a future joint use parking structure on a portion of the existing parking lot. The potential will also be explored, as appropriate, of including the proposed County Courts facility in the joint use arrangement to allow better utilization of the County site and/or allow additional public facilities to be constructed adjacent to the courts.

**5. Other elements of the Parking Management Program**

- Program to maintain adequate public parking
- Landscaping, lighting and paving improvements to existing parking lots
- Improved physical linkages between existing adjacent parking lots where circulation is currently blocked
- Improved public signage to identify the lots and assist downtown users to more easily find public parking resources
- Evaluation of parking time limits and enforcement for spaces in greatest demand for short term use
- Collaboration with the Downtown Association to encourage employee parking in areas other than those in high demand by downtown customers
- Additional bicycle parking resources in the downtown
- Policies to remove barriers between parking lots, facilitate circulation connections between lots, and facilitate parking circulation between lots in adjacent blocks



## URBAN DESIGN

### Overview

The urban design improvements, along with the parking program, established in the 1980 Downtown Design Plan, have done a great deal in defining downtown Morgan Hill as a unique place unlike any other downtown. They also have been instrumental in avoiding the deterioration that has occurred in so many other downtowns in California as other forms of retail and restaurant development (e.g., large box retailers and fast food franchises) have combined to change the economic and social nature of traditional downtowns.

This plan builds on those improvements, refines previously planned but unexecuted features of the 1980 plan, and adds other elements to reinforce the image and character of downtown Morgan Hill as an area with a diverse mix of uses, but an overall feeling of visual unity. In addition, many of the urban design components reflect the fact the downtown has become a significant transit hub with the opening of the commuter rail station. Improvements are intended to establish the downtown as a desirable place to shop, dine, work and live, and to provide attractive pedestrian linkages to the station from areas within downtown and from the broader community.

Photographs on this page show a few of the significant urban design improvements that have been implemented since the 1980 plan.



*The Monterey Road median landscaping includes conifers as part of the concept to bring the natural feeling of Nob Hill into the downtown*



*Refined landscaping and bollards areas contrast with the more informal median landscaping*



*Street trees, attractive brick paving, and well-designed street furniture line both sides of Monterey Road*

## Urban Design Key

- |   |  |
|---|--|
| 1. Monterey Road Improvements                             | 8. Strong Pedestrian Linkages between Transit-oriented Development and Downtown      |
| 2. Landscape Arrival Statements                           | 9. Urban Design Improvements linking Downtown and the Dunne Ave. Freeway Interchange |
| 3. Third Street Activity/Urban Design Focal Point         | 10. Special Downtown Signage near Dunne Ave. Freeway Interchange                     |
| 4. Strong Physical and Visual Link Across Railroad Tracks | 11. Monterey Road (north and south) Streetscape Improvements and Bike Lanes          |
| 5. Depot Street Urban Design Improvements                 | 12. Pedestrian and Bicycle Path along Llagas Creek                                   |
| 6. Railroad Right-of-Way Landscape Improvements           |  |
| 7. Neighborhood Streetscape Improvements                  |  |

## Urban Design Improvements

Planned urban design improvements are summarized on Figure 13. These improvements will be further studied, refined, and implemented over a period of years as determined by funding and the need to coordinate them with private sector development. These improvements are summarized on the following pages.

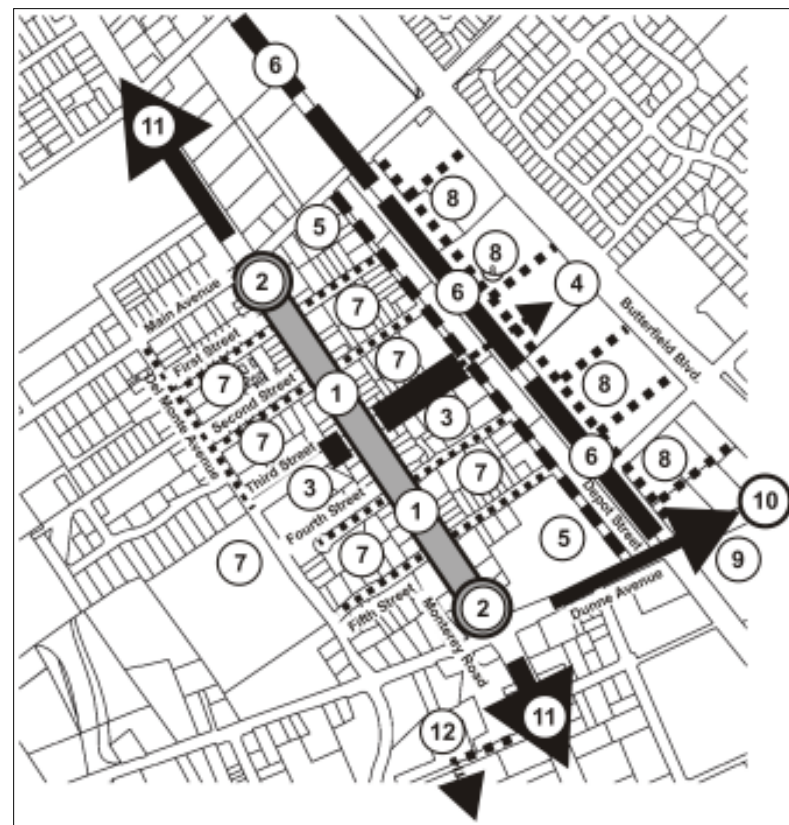


Figure 13: Urban Design Components



## Monterey Road

There is a strong desire to reduce the physical and visual barrier of Monterey Road with regard to uses on either side and a strong need to improve pedestrian safety by slowing traffic through downtown. There are two options to accomplishing these objectives which are discussed in the Circulation section of this document. The urban design aspects of those options are outlined below.

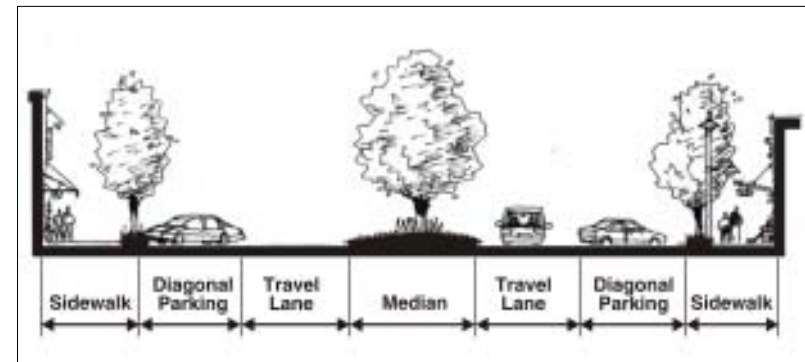
### Option #1: Monterey Road Narrowing

A reduction in the volume of traffic just passing through downtown without stopping would be beneficial to the creation of downtown as a community activity center, as a focus of retail shops and restaurants with outdoor dining, and as a place where pedestrians could move safely from one side of the street to the other. However, because Morgan Hill has limited arterial street and freeway capacity between the north and south portions of the city, a reduction of the street from two travel lanes in each direction to two cannot be undertaken lightly. As noted in the Circulation section, a traffic study would be undertaken first to establish the feasibility of a roadway narrowing. If that study suggests that narrowing is feasible from a traffic standpoint, a trial period of temporarily narrowing the street without permanent improvements may be established. Although the trial period would involve temporary improvements, it will be important that they be attractive and supportive of the desired downtown image of a pedestrian-oriented district with a strong commitment to landscaping and flowers.

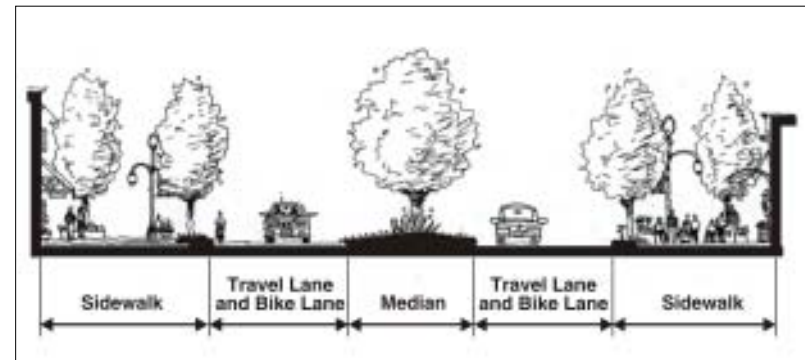
This process would also allow further discussion of the most desirable changes to the street. Members of the Downtown Task Force, in their deliberations, had differing opinions concerning the relative merits of additional parking (diagonal) along the edges of the street, bike lanes running along both sides of the street, and increased sidewalk width for outdoor dining and pedestrian movement. General alternative approaches are shown on the section diagrams to the right.



*Existing sidewalk and parking on Monterey Road*



*Figure 14 Monterey Road narrowing with diagonal parking*



*Figure 15: Monterey Road narrowing with expanded sidewalks*

**Option #2: Monterey Road Traffic Calming**

In the event that the narrowing of Monterey Road proves to be impossible or undesirable, steps will be taken to introduce traffic calming measures to the current four lane corridor. The techniques that might be employed to achieve this objective are outlined below and discussed in the Circulation section on page 18. The urban design aspects of these techniques are illustrated on this and the opposite page.

- Entry Point Landscaping
- Entry Point Paving
- Downtown Identity Signage
- Special Banner Signage
- Third Street Special Paving
- Special Median Landscaping
- Median Tree Lighting
- Pedestrian Crosswalk Emphasis
- Pedestrian Priority Ordinance



*Nighttime tree lighting*



*Identity signage statement option example - street arch*



*Identity signage statement option example - logo medallion*



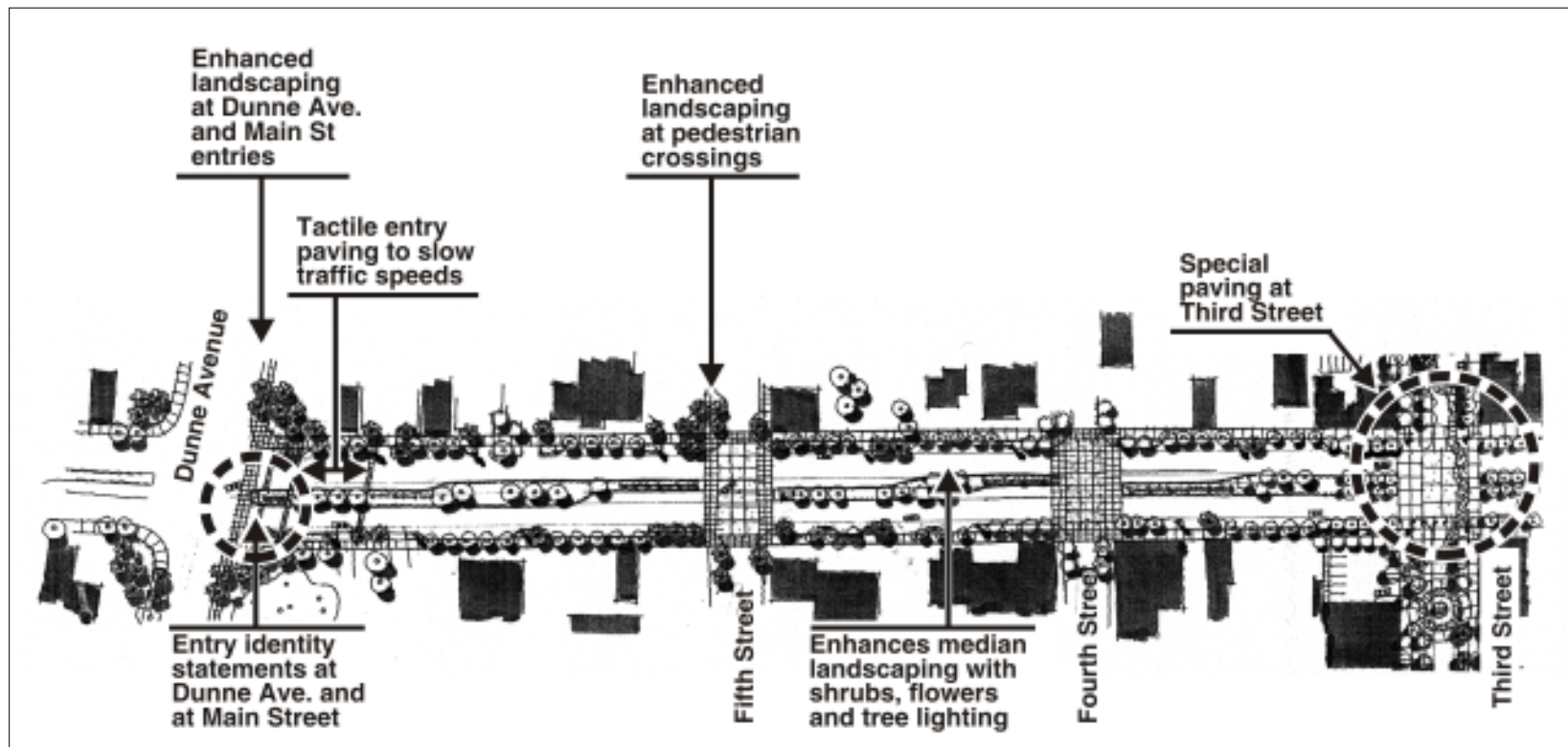
*Identity sign option example - monument sign*



*Identity sign option example - freestanding sign*



*Additional median landscaping*



*Figure 16: Monterey Road Concept Plan (Third Street to Main Street similar)*

*(See Appendix for larger scale fold-out plan )*

### Third Street

Third Street will serve as a strong linkage between the commuter rail station on Depot Street and Monterey Road. The portion of the street devoted to vehicular paving will be reduced to accommodate one lane of traffic in each direction plus a parking lane on one side of the street. The sidewalks on both sides of the street will be widened to provide for pedestrian movement, outdoor dining and displays. While the street will continue to allow vehicular travel and parking, it will be designed to allow closure for special events and improved with special pavers, landscaping, benches, flowers and other quality street furniture.

The portion of the street at Monterey Road will have additional urban design improvements to enhance its appeal and use as a focal point plaza. Improvements may include a fountain, flag poles, kiosks, additional landscaping, and additional special paving. As shown on the concept plan to the right, a traffic roundabout east of this plaza would allow it to be closed to automobile traffic more frequently (e.g., at lunch time or of an evening) while still allowing access to businesses along Third Street and access to parking lots.

While the portion of Third Street that is east of Monterey Road will be treated as the activity and urban design focal point of downtown, the segment of the street west of Monterey Road will also receive special treatment to provide a pedestrian linkage between Monterey Road and future landscape and pedestrian access improvements at and along Llagas Creek.

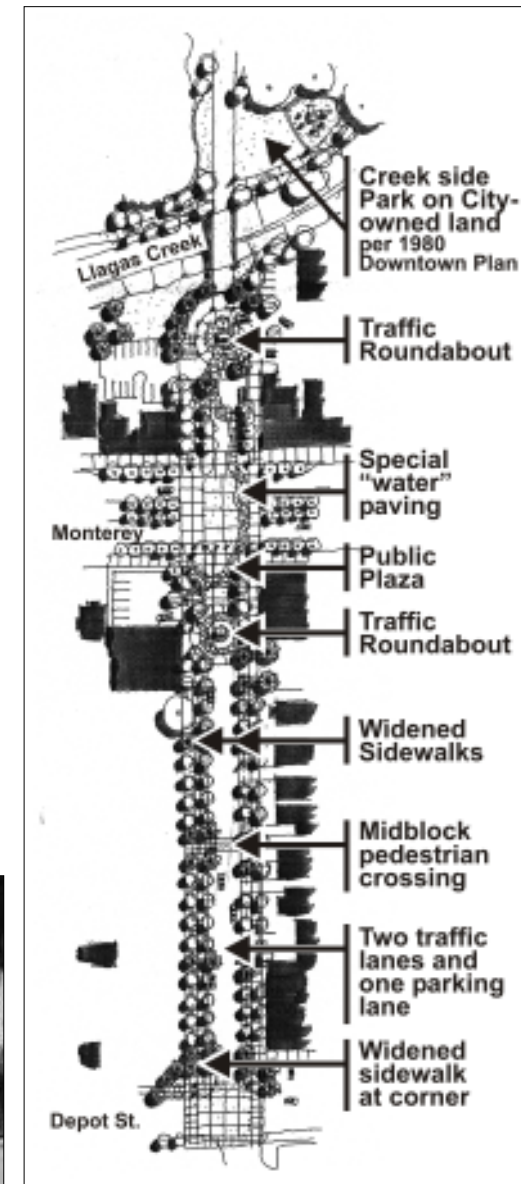
Other improvements will include the installation of organized newspaper vending machines to reduce the current visual clutter created by the wide variety and condition of individual racks. They will be installed on Third Street near the Monterey Road intersection. News racks will also be placed in a similar location on or near Monterey Road and on Depot Street near the commuter rail station. One example of an organized newspaper vending rack is shown below.



*Newspaper vending example*



*Shops and Restaurants*



*Figure 17: Third Street Concept Plan  
(See Appendix for larger fold-out plan )*





Figure 18: Third Street Concept Sketch



Outdoor Dining



Figure 19: Third Street Plaza Concept Sketch



Outdoor Dining and Shops

## Depot Street

Depot Street will be upgraded with improved sidewalks and landscaping. The schematic design plan shown below was funded by a grant from the Metropolitan Transportation Commission (MTC.) It shows sidewalks and bike lanes on both sides of the street to encourage pedestrian and bicycle movements between the commuter rail station and the Community Center and beyond into residential and recreational areas of the community. Pedestrian scale street lights to match those on Monterey Road will be installed. This pleasant pedestrian scale walkway will also provide a linkage between future parking resources along the railroad right-of-way and Third Street. Parallel parking will be provided along both sides of the street.

Landscape and paving improvements will be designed to emphasize pedestrian crossings of the street with special paving and increased landscaped bulbs to shorten the crossing distance between curbs. Landscaping will also be provided at the east ends of streets connecting from Depot to Monterey to create a visual terminus for each street.

Since the street will continue to be relatively low volume from a traffic standpoint, a landscaped roundabout is shown at the south end of the street to create a focal point.

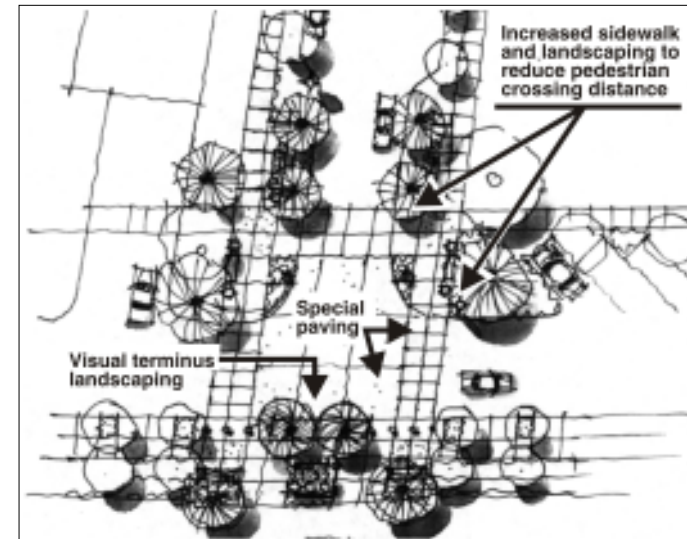


Figure 21: Depot Street Pedestrian Crossings

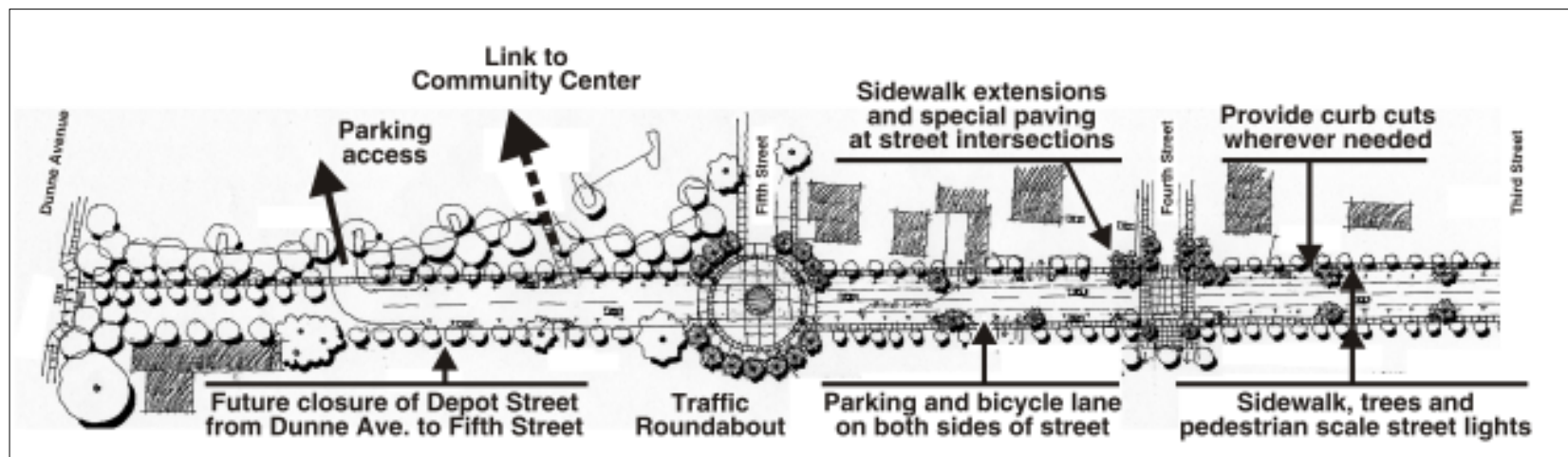


Figure 20: Depot Street from Dunne Avenue to Third Street

See Appendix for larger fold-out plan



Figure 22: Depot Street Concept Sketch

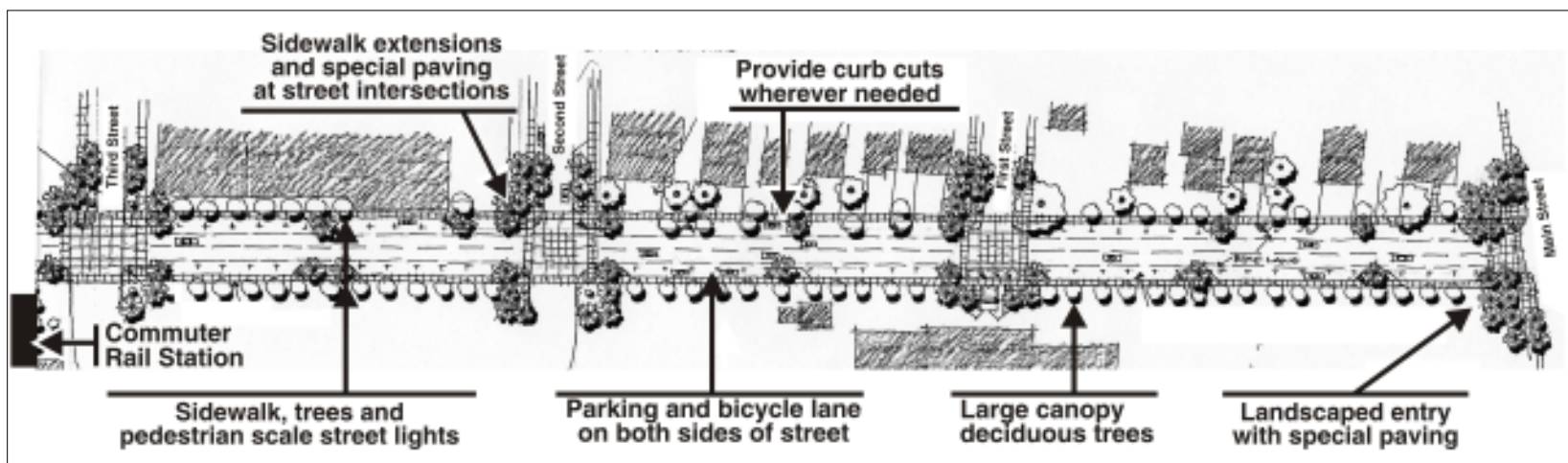


Figure 23: Depot Street from Third Street to Main Street

(See Appendix for larger fold-out plan )



### Local Downtown Streets

Side streets (i.e., those linking Monterey Road to Depot Street and Del Monte Avenue) will have small residences along them, and the streets east of Monterey Road will have commercial uses as well. To provide some visual continuity for these streets and to establish an overall village character unity for downtown, streetscape improvements will be added to the streets over time. Improvements will include street trees, parkway landscaping, street lights similar to those on Monterey Road, landscape and sidewalk extensions at the corners to shorten pedestrian street crossing distances, and special paving in parking lanes. In areas where commercial activity becomes the predominant use, mid-block pedestrian crossings will be added. The conceptual sketch below shows how this might look along a street with houses converted to commercial uses and with new infill development at a compatible scale.



Figure 24: Local Downtown Street Concept Sketch

### Transit-oriented Linkages

Parcels between the railroad tracks and Butterfield Boulevard will contain a mix of uses. While the commuter parking area and the future County Courts facility will occupy over one-half of the land area, future housing, office and possibly commercial service uses will also be constructed. It will be important in the planning of this area, that this mix of uses occurs within a transit-oriented design framework that encourages residents and employees to walk to the downtown for food and shopping. As the detailed planning for these areas is carried out, the plans will include street networks with sidewalks as well as other walkways that will provide pleasant, well-landscaped pedestrian paths to the downtown. Generally, the pedestrian network will include paths from Butterfield Boulevard to a pathway near and parallel to the railroad tracks as shown on Figure 13. An example of a similar pedestrian way through a residential development is shown below.



Pedestrian Pathway Example

### Railroad Right-of-Way Landscaping

Typically, passengers traveling in trains along railroad corridors are faced with unpleasant sights of the backs of buildings, storage yards and other disorganized and often blighted conditions. To announce Downtown Morgan Hill as a special place and to buffer adjacent uses from the rail traffic, landscaping, consistent in species, height and form, will be installed along both sides of the tracks.

Historically, there were significant tree plantings along the Caltrain corridor. An example in Burlingame is shown in the photo below. Landscaping for the Morgan Hill downtown, while relatively large in scale, will be smaller and less dense than this example and more formal in character (e.g., tall, columnar poplars or similar shaped trees.)



*Example of Caltrain rail corridor historical landscaping*

### Dunne Avenue Urban Design Improvements

Over time, steps will be taken to enhance the landscaping and urban design improvements between downtown and the Dunne Avenue interchange. These might include additional trees and landscaping as well as the addition of banner poles, either to the existing street lights or to new pedestrian scaled lights. The intent is to provide a strong linkage to downtown, announce that something special lies at the other end of the street, and encourage visitors getting off at the freeway interchange to continue on downtown to take a look.

### Special Signage near the Freeway

Along with the Dunne Avenue urban design improvements, a special sign or multiple signs will be designed and placed near the interchange to let visitors know that the downtown is special and it is easily reached.



*Example of highway-related signage*

### Monterey Road Landscape Linkages

As outlined in the Land Use section of this document, both north and south Monterey Road will be beautified with additional street trees, special landscaping at pedestrian crosswalks, and street furniture similar to that in the downtown. Existing street lights will be fitted to allow the installation of special banners. As part of the upgrading, bicycle lanes will be added on each side of the street.

On the west side of south Monterey Road, special landscaping will be installed to link the pedestrian walkways along the street back to the new pedestrian and bicycle paths at Llagas Creek. Concept plans and sections are shown below.

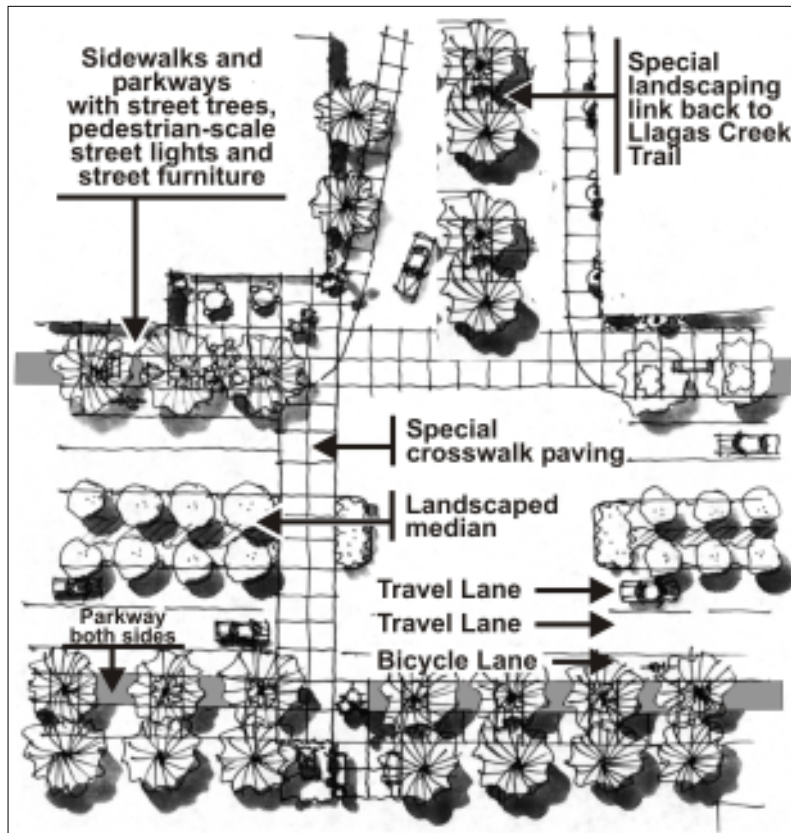


Figure 25: South Monterey Road Concept Plan

### Pedestrian and Bicycle Path along Llagas Creek

A landscaped pathway will be constructed along the creek from the Community Park to Myrtle Avenue where it will follow city streets for a block and a half to downtown and the Community Center. The path will be pleasant and will encourage non-automotive trips to downtown. The city has similar well landscaped pathways as shown in the photo below.



Example of existing Morgan Hill creek trail

## DESIGN GUIDELINES

### Overview

Although there are a wide range of building sizes and architectural styles in Downtown Morgan Hill, a sense of small town architecture still remains. The current mix of “Main Street” commercial structures along Monterey Road and modest homes on the side streets provide a great deal of visual variety along with a scale and texture that is pedestrian friendly and uniquely Morgan Hill.

It is the intent of this plan to preserve and enhance that uniqueness and pedestrian scale. The guidelines outlined in this section will be used in the review of all proposed development projects including additions and remodelings.

### Basic Design Principles

These guidelines are based on the Basic Design Principles outlined below. In the event that the guidelines in this document do not directly address a specific condition, these principles will be used by city staff and commissions in making a judgement as to the appropriateness of proposed plans and architectural designs.

**#1. All buildings shall be sympathetic in form, scale, and height to adjacent structures.**

*Existing buildings in downtown Morgan Hill are relatively small in scale owing to the small parcel sizes. New buildings should respect this small scale. Projects on larger or combined parcels should be broken up in form to reflect the prevailing fabric of downtown.*

**#2. Buildings along Monterey Road and Third Street shall be designed in an architectural style compatible with traditional Main Street buildings.**

*Characteristics of traditional Main Street buildings include parapets with projecting decorative cornices, large ground floor display windows, deep set upper floor windows, and decorative architectural details.*



*Historic Main Street style building*



*New compatible commercial structure*



*Small scale residential structures on side streets*

**#3. Structures and landscaping on neighborhood streets (i.e., First, Second, Third, Fourth, and Fifth) shall be visually compatible with the existing small scale residential character of the area.**

*Since some existing residences will remain, either as residences or structures converted to commercial uses, the maintenance of visual compatibility will be very important. New buildings or expanded existing residential structures should not be allowed to visually dominate the area.*

**#4. Buildings shall provide a visual continuity of display windows along with architectural and landscape details to provide an interesting environment for pedestrians.**

*In commercial areas with buildings at or near the sidewalk, visual continuity is essential to the vitality of the street. Large display windows for product display are expected along with a richness in architectural detailing. In side street areas with residential character buildings set back from the sidewalk, interesting building entries and architectural detailing is expected. These areas also offer the potential for including visual richness through the use of landscape elements such as picket fences, trellis entries and residential landscaping (e.g., roses.)*

**#5. Each structure shall be uniquely designed for downtown Morgan Hill.**

*Stock designs and franchise architecture will not be accepted as a substitute for thoughtful designs based on the structure's use and neighbors.*

**#6. Signage shall be appropriate to location and building character.**

*Signage is expected to be pedestrian-oriented. Large, aggressive and redundant signage will not be allowed.*

**#7. All buildings and remodelings shall utilize high quality materials and craftsmanship.**

*Exterior materials that will weather well over time will be expected, and all signs shall be professionally fabricated and applied.*

**A. Monterey Road and Third Street**

Monterey Road and Third Street are both important retail and restaurant streets that will strongly influence the economic viability and the image of Downtown Morgan Hill. The intent in these two areas is to provide continuity of storefronts with attractive display windows; restaurants with an open and inviting character; architectural styles and details that are traditional in character; and second floor office and residential uses that are attractive in appearance

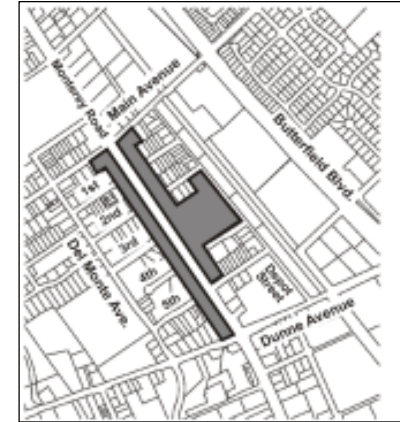


Figure 26: Monterey and Third Street Frontages

and contribute to the visual attractiveness of downtown. These guidelines apply to the areas shown in Figure 26.

**A1. Construct buildings to front and side property lines along Monterey Road and Third Street**

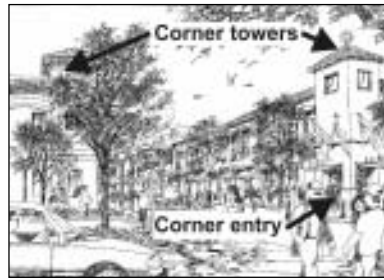
*Monterey and Third Street buildings will provide continuous facades containing retail shops and restaurants to provide retail continuity and an interesting pedestrian environment. The exception to this rule will be on Third Street where properties are located to the east of access drives to parking lots behind Monterey Street parcels. In these locations, side setbacks shall be provided to allow sidewalks and landscaping adjacent to the driveways.*

*Upper floor bay windows and balconies may encroach into the public right-of-way up to three feet along twenty-five percent (25%) of the street frontage.*



**A2. Provide special accent design elements for Monterey Road buildings located on street corners**

*Corner pedestrian entries and design elements, such as towers, are desirable at street corners to provide a visual terminus to street frontages and to provide a visual transition between Monterey Road and neighborhood side streets.*



**A3. Maintain a two story tall street wall on Monterey Road and Third Street**

*New buildings along these frontages should be at least two stories in height to maintain and enhance the density of development appropriate to the downtown area along these core streets. Structures constructed to the maximum allowable height of three stories should have the upper floor stepped back a distance of at least fifteen feet to maintain a height and scale along the streets consistent with their pedestrian orientation.*



**A4. Provide architectural detail to enhance the visual interest of facades**

*Projecting cornices with interesting detail appropriate to traditional Main Street commercial buildings should be used to establish a finished top to facade walls. Other architectural details will be expected to add visual richness to street facades. Examples include bay windows, decorative belt courses, mouldings around windows, and planter boxes with flowers under windows.*



**A5. Maintain transparent storefronts and public right-of-way walls**

*Maintain a minimum of sixty percent (60%) transparent glazing along primary store frontage up to eight feet above grade. In the example to the right A+B+C+D must equal at least 60% of E. Avoid blank walls over ten feet long on primary frontages and for the first fifty feet from Monterey Road and Third Street along other public streets. Avoid tinted or reflective window glass.*



**A6. Emphasize display windows and storefront entries**

*Provide interesting storefronts with prominent display windows. Traditional storefronts with bulkheads below the windows and glass on both the street front and the sides of the vestibule are desirable. However, larger*

*and more contemporary display windows are also acceptable. Window proportions should generally reflect traditional storefront windows with proportions that are horizontal or approximately square.*

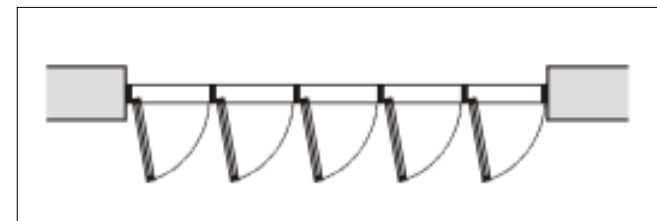
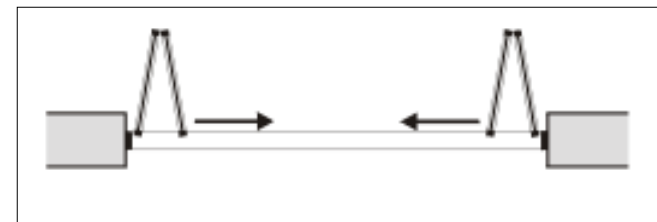
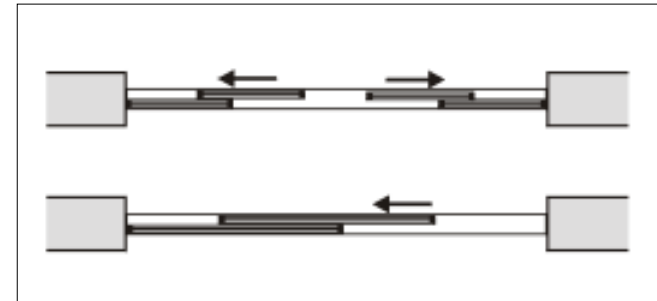
*Display window lighting to improve the downtown's nighttime image and vitality is strongly encouraged. Methods may include shielded or recessed spotlights to highlight display merchandise or pin lights used to define the outline of the windows.*

*Entry doors should be selected to compliment the design of the storefront and reflect the special personality of the business. Dutch doors which have top halves that may be left open are one good way to project a friendly, customer-oriented image.*

*Consideration should be given to adding planter boxes below windows and adjacent to windows to add to the personality of downtown and to provide seasonal color.*

**A7. Operable windows and french doors are encouraged for restaurants along Monterey Road and Third Street frontages**

*Restaurants with an indoor-outdoor character offer an opportunity to bring increased vitality to the street, and are especially appropriate given the pleasant climate of Morgan Hill. Window types and proportions should be complementary to the architecture and design of the facade. A variety of examples of operable restaurant facade windows are shown below and to the right.*



*Restaurant operable window and door options*



*Restaurant operable window examples*

**A8. Use awnings for pedestrian protection and visual interest**

*Install fabric awnings on painted tubular metal frames. Avoid metal awnings and canopies or shiny fabrics. Backlit awnings that visually appear as large light sources are not consistent with the vision and character of Downtown Morgan Hill, and will not be permitted.*



*Generally use sloped front awnings that are visually compatible with awnings on adjacent storefronts. End panels returning to the building face are optional.*

**A9. Use appropriate materials**

*Use primarily stone, brick or stucco for facades. Avoid nontraditional materials such as wood, shingles, cultured stone, small tiles, rough finished materials, and corrugated metal.*

**A10. Provide off-street courtyards where possible**

*Courtyards that can accommodate smaller retail tenants, service commercial shops, and restaurants provide increased business opportunities and more pedestrian traffic along the street frontages. Courtyards should have good linkages and pleasant landscaped entries from the street.*



**A11. Facade Rehabilitation**

*The remodeling of existing buildings offers an opportunity to bring the overall building up to contemporary standards and to improve the appearance of all elements of the facade. Desirable improvements include the following:*

- *Remove arcades over sidewalks to open up storefronts for greater visibility.*
- *Clean and repair all facade elements.*
- *Upgrade storefronts with attractive display windows and entry doors.*
- *Install new business signs and remove any old or redundant signage.*
- *Install planter boxes below display windows and/or adjacent to entries.*

**A12. Mixed Use Projects**

*These projects will generally consist of residential units or office space located over ground floor retail shops or restaurants. Entries to upper floor uses should be located on facing streets or on landscaped passageways with direct access to the street. The entries should be distinctive and well defined with elements such as attractive doormays and sidelights, awnings, carriage lights, planters with flowers, appropriate signage, etc.*



*Upper levels should be designed with a distinctive character and design elements that will relate the upper levels to the street and provide visual interest. These elements might include bay windows, projecting balconies with landscaping and french doors, and awnings over the windows. Window proportions on the upper levels should generally be smaller than ground floor windows and vertical in proportion.*

**A13. Sunsweet Site Special Guidelines**

*The Sunsweet site, bounded by Third Street, Depot Street, Fourth Street and the properties fronting on Monterey Road, is unique in its size and importance to Downtown Morgan Hill. Its Third Street frontage faces a new planned commercial and activity area while its Fourth Street frontage faces smaller scale buildings and some residential uses. The following guidelines should be used in fitting new development comfortably into the downtown fabric:*

- *Development facing onto Third Street should be a minimum of two stories in height. If a third story is provided along this frontage, it should be set back in accordance with Guideline A3.*
- *Ground floor uses should be limited to retail shops, restaurants, service commercial shops serving rail commuters, and entries to residential lobbies or courtyards. Restaurant uses are highly desired along this frontage.*
- *Depot Street should be lined with residential units with unit or apartment entries directly oriented to the street and with landscaped setbacks of fifteen feet.*
- *Fourth Street should be lined with residential units of no more than two stories in height with entries oriented to the street. Setbacks should be compatible with the south side of Fourth Street, but in no case less than fifteen feet.*
- *Parking entries should be primarily oriented to Depot Street. Minor parking entries may be oriented to Fourth Street. No entry to parking will be allowed on Third Street.*
- *Parking for public use should be constructed on the western portion of the site behind parcels fronting on Monterey Road. It should allow easy movement from this lot to adjacent lots and should provide pedestrian access to Third Street and allow for pedestrian access to Monterey Road when new development occurs along that frontage*

## B. Railroad Corridor

The parcels between Depot Street and the railroad tracks are shallow, but relatively large in area. The southernmost parcels offer the best opportunity for additional downtown parking resources. However, should they be used for other commercial or residential development, the following guidelines should be observed for the area shown in Figure 27.

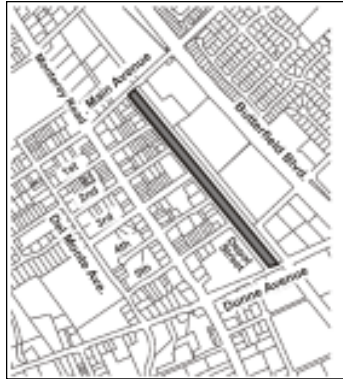


Figure 27: Railroad Corridor

- B1. Existing structures which are reflective of the history of Morgan Hill should be preserved and adapted to new uses, wherever feasible.**

*This guideline applies only to the Isaacson's Feed and Grain complex near Main Avenue which has a strong tie to Morgan Hill's earlier agrarian history*

- B2. New structures should be sited with setbacks of no more than fifteen feet from the Depot Street property line. Entries shall be oriented to Depot Street.**

*The planned urban design improvements on Depot Street will establish a significant pedestrian walkway along the east side of Depot Street. To enhance the pedestrian qualities of the street and to activate the street, new structures should be strongly related to the street and provide visual surveillance of the pedestrian way.*

- B3. On-site parking is allowed for uses in this area. However, all parking should be sited at the back of the parcel, adjacent to the rail tracks.**

*The strong pedestrian orientation of the street when the planned urban design improvements are completed requires that pedestrian-vehicular conflicts be minimized.*

- B4. Depot Street heights should be limited to two stories. Any third story space should be integrated into the roof form of the structure.**

*This area will be visually more related to the neighborhood areas than to the Monterey Road and Third Street areas. Its shallow depth would make full three story structures seem overly tall and out of character with the downtown.*

- B5. Landscaping should be provided along the railroad tracks to visually buffer the back of the development from the view of train passengers.**

*While more major landscaping along the rail corridor may be provided at some point in the future, its relatively low priority may not allow implementation prior to new development along the corridor. Developers of property in this area should consult with the city and install buffer landscaping that is compatible with long term urban design plans.*



### C. Neighborhood Streets

This area between Monterey Road and Depot Street, excluding the Monterey Road and Third Street frontages, currently contains a predominance of small residential structures. Several of the older and more attractive homes have been remodeled as residences. Since the plan allows a range of future possibilities - including the retention of residences, the conversion of residences to commercial uses, and the construction of new buildings - it is important to maintain a consistent scale and character in the area to avoid visual chaos and unnecessary use conflicts. The following guidelines apply to the areas shown in Figure 28.

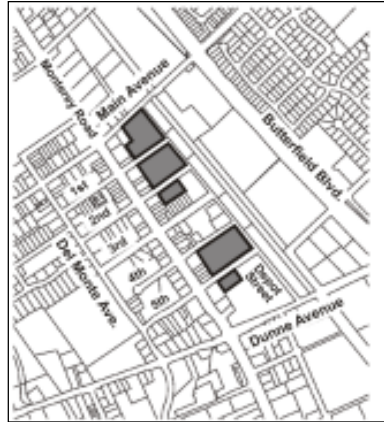


Figure 28: Neighborhood Streets

#### C1. Match front setbacks on side streets

*Front yards with landscaping are strong features of this area. Any additions to existing buildings shall be to the rear of the existing building or to the side, if setback limitations allow. New structures shall be set back a distance to match those of structures on adjacent lots. Where adjacent setbacks vary, the setback shall be an average of the two adjacent parcels.*

*On-site parking will not be allowed for any residential-to-commercial conversions or for new commercial buildings, and curb cuts on the street front, except for residential uses, will not be allowed in order to establish a strong pedestrian-oriented neighborhood with visual unity.*

#### C2. Maintain residential forms, scale and character

*Additions, remodelings or new buildings shall not be boxy in form and/or consist of plain and unarticulated building elements. Materials should be wood or stucco, and roofs should be pitched in form with overhangs of at least two feet. Porches are strongly encouraged and may encroach into front setbacks up to five feet.*



#### C3. Building heights should be limited to two stories. Any third story space should be integrated into the roof form of the structure.

*New buildings should relate closely to the size and scale of existing development. Roof forms used in Craftsman Style homes would be good examples to follow as in the example to the right with gable end windows and dormers.*



#### C4. Provide small scale decorative elements

*Decorative roof and porch brackets, detailed porch railings, flag brackets, infill shingles on gable ends, wind vanes, and other traditionally residential detail elements are encouraged to add visual richness and pedestrian interest to the area.*

**C5. Provide residential front and side setback landscaping**

*Typical residential landscaping should be provided with lawns, ground cover, shrubbery and flowers. Wood picket fencing is encouraged as are trellis entries at pedestrian walkways. Any existing driveways should be removed, and hardscape materials limited to no more than twenty-five percent of front and side setbacks.*



**D. Butterfield Boulevard Area**

The relatively large parcels fronting on Butterfield are different from most other downtown parcels. They can accommodate much larger buildings and significant amounts of development. Both conditions present a challenge to ensure development that is compatible with the small scale character of downtown. In addition, the location of these parcels in close proximity to the commuter rail station presents special opportunities for strong pedestrian linkages to the station and increased development densities. The guidelines below apply to the area shown in Figure 29, including the proposed County Courts facility.

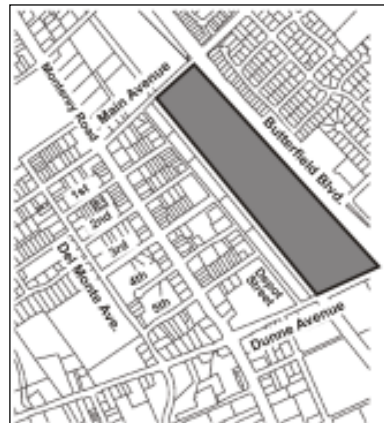


Figure 29: Butterfield Blvd. Parcels

**D1. Orient buildings to street frontages**

*Buildings should be placed close to the street. Setbacks should be in the order of fifteen to twenty-five feet for residential and commercial uses, and building entries should be oriented to street fronts or internal pedestrian ways. The intent is to provide lively street frontages that define attractive pedestrian paths to the commuter rail station and downtown.*

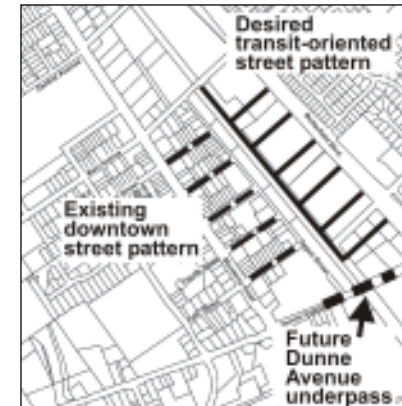


Figure 30: Transit-oriented Street Pattern

*Internal street systems should be used to provide access to buildings and parking. Efforts should be made to reflect the existing downtown street grid, wherever possible, as shown in Figure 30.*

*All parcels shall be considered as Planned Unit Developments (PUD), requiring a unified development plan for the area surrounding the parcel.*

**D2. Limit the amount of street frontage devoted to parking**

*Parking should not be located between buildings and the primary street frontages. Where parking lots front on a street, they should be screened with substantial landscaping and low walls to reinforce the pedestrian paths through the site.*

**D3. Subordinate parking to buildings and pedestrian link-ages**

*Parking should be as unobstrusive as possible.*

*In the case of residential development, consideration should be given to the use of parking courts or alleys as illustrated in the photo to the right.*

*For commercial or institutional uses with large parking lots, those lots should be visually broken up into smaller lots with large areas of landscaping. Clear and protected pedestrian pathways with adequate safety lighting should be provided through parking lots to building entries.*

**D4. Articulate building forms**

*Residential and commercial buildings should be developed with building modules and forms that are compatible with the downtown (i.e., modules similar to the width of downtown parcels devoted to similar uses.) An ex-*

*ample of a residential project planned to a downtown module is shown in the photo to the right.*

*The County Courts facility will necessarily be of a larger scale given its functional requirements. However, it too should be designed with articulated massing and small scale detail to relate to the character of the downtown.*



# Signage Guidelines

## Overview

Business signs can have a significant impact on the image and character of a downtown. Interesting and well designed signs that reflect the diversity of uses and the personality of individual businesses attract customers and add a visual richness to the streets. Downtown signs should be different from those in other parts of the city by virtue of downtown's strong pedestrian orientation.

## General Sign Guidelines

### GS1. Allowed signage types

*Signs in the downtown will be limited to the following types which are illustrated to the right and described on the following pages.*

- *Wall Signs*
- *Awning Signs*
- *Window Signs*
- *Projecting Signs*
- *Hanging Signs*
- *Freestanding Signs*
- *Plaque Signs*
- *Business Directional Signs*
- *Monument Signs (Butterfield Blvd. Area and Community Center only)*

### GS2. Prohibited signage types

*The following signs are not appropriate for downtown:*

- *Movable Letter Signs (except for cinemas and performing arts facilities)*
- *Electronic Signs*
- *Roof-mounted Signs*
- *Cloth, paper or fabric signs hung from the building or placed in windows except for Temporary Signs allowed under the City of Morgan Hill Sign Code*

### GS3. Maximum allowed sign area

*Sign area is limited to one square foot per linear foot of building frontage along Monterey Road, Third Street and Depot Street, and to one-half square foot per linear foot of frontage on other streets. This allowance is less than allowed in auto-oriented areas of Morgan Hill.*



*Awning Sign*



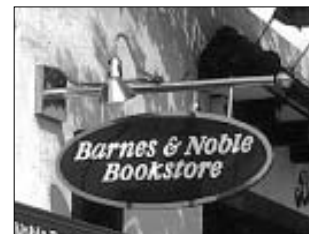
*Wall Sign*



*Hanging Sign*



*Window Sign*



*Projecting Sign*



*Freestanding Sign*



*Business Directional Sign*

**GS4. Emphasize sign lettering or graphics but not both**

*Providing the sign with a focal point will help convey the business message and avoid visual confusion.*

**GS5. Avoid excessive wording and advertising messages**

*Signs are most effective when their messages can be grasped quickly. Too many words or images compete for attention and reduce the readability of the sign.*

**GS6. Use no more than two letter font types per sign**

*The primary purpose of a sign is to quickly convey information to passing pedestrians and motorists. More than two letter styles make readability more difficult.*

**GS7. Stress one line of text in multi-line text**

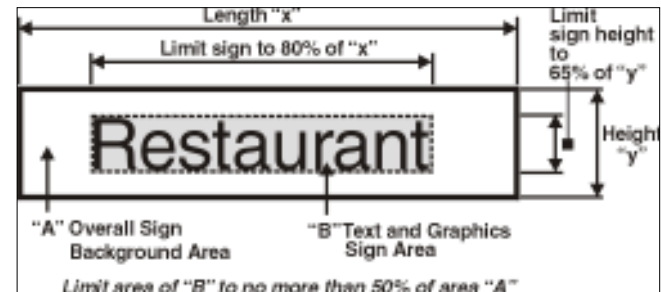
*See example below.*

**GS8. Keep the size of letters and graphics in proportion to overall sign area**

*Text and graphics are difficult to read if they crowd the borders of the sign. Smaller letters with space around them will have more impact than larger letters with limited space around them.*

*Generally limit the width and height of lettering and graphics to 80% of the overall sign width and 65% of the height of the sign area. Information may be closer to borders if a significant amount of background is provided. A good rule of thumb is to limit the amount of sign information to no more than 40% to 50% of the overall sign area.*

*Maximum letter height should be limited to 18 inches in recognition of the pedestrian nature of downtown.*

**GS9. Use high quality materials**

*Appropriate materials include finished wood, metal, and for projecting banner signs, woven fabric. Plastic sign materials and signs painted directly onto building surfaces will not be allowed.*

*The sign materials and design should be related to those of the building on which it is mounted, and all sign edges must be cleanly finished.*

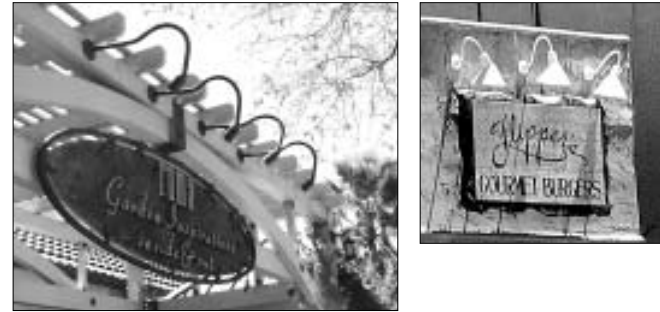


**GS10. Use simple and symmetrical sign shapes**

*Geometrical shapes such as rectangles, squares, circles, ovals and triangles are visually stable shapes which help focus attention on the sign message. These should be used in almost all cases. Combinations of geometric shapes will also generally produce a good sign shape.*

**GS11. Sign Lighting**

*Use direct illumination (spot lights) for wall, projecting, and free-standing signs rather than internally illuminated letters or cabinets. Light luminaires should be well designed fixtures with shielding to avoid light glare. Examples of good sign lighting are shown below.*

**GS12. Limit the size of neighborhood streets signage**

*Signs in these residential character areas need to be sensitive to the scale of the buildings. They should be smaller and fewer in number (i.e., one-half square foot of sign area per linear foot of parcel frontage.) Types should be limited to freestanding, hanging and plaque signs.*



## Wall Signs

### WS1. Relate wall signs to the architecture and proportions of the bldg

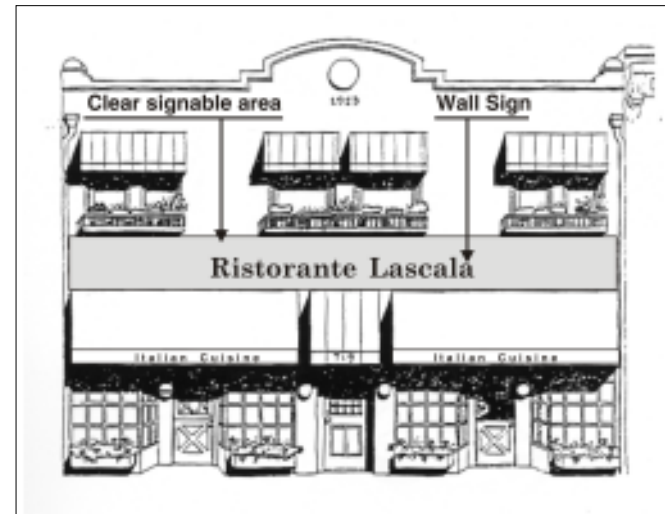
*Place wall signs in the following locations:*

- *Above doors and windows*
- *Within plain fascia bands*
- *On plain panel areas*



### WS2. Avoid covering architectural features with signage

*Do not cover windows, transom windows, or features such as columns, recessed areas, mouldings or architectural trim. Keep wall signs within the limits of the storefront zone except where there is only one ground floor tenant space. If a building does not have good locations for a wall sign, use other allowed sign types such as window or awning signs.*



## Awning Signs

### AS1. Sign location

*Awning signs may be located either on the vertical valance at the front of the awning or on the sloped front awning face.*

### AS2. Sign size

*Letters and logos should be limited to 2/3 of the vertical valance height or 8 inches, whichever is less and to 2/3 of the width of the valance. Text or graphics placed on the awning face should not exceed 15% of the sloped surface area.*



## Window Signs

### WS1. Limit the amount of signage used

*Window signs should be limited to a maximum of 25% of any individual window, and an aggregate area on no more than 10% of all ground floor windows on any building face..*

### WS2. Limit the size of lettering

*The maximum height of letters should be 10 inches. Exceptions may be granted for the leading capital letter of text as shown in the Rockridge Cafe sign below.*

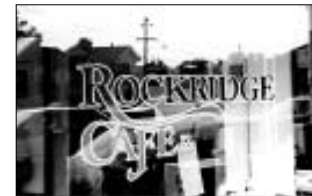
### WS3. Consider the use of logos and creative sign type

*Graphic logos and images along with special text formats can add personality and interest to window signs. Some examples are shown below.*

### WS4. Use high quality materials and application methods

*Limit window sign materials to the following:*

- *Paint or vinyl film applied directly to the inside face of the window*
- *Tubular neon suspended behind the window glass*
- *Wood or metal panels with applied lettering*
- *Paper signs placed in windows are not allowed.*



## Projecting Signs

### PS1. Use high quality materials

*Use wood, metal or non-glossy fabrics. Avoid plastics.*

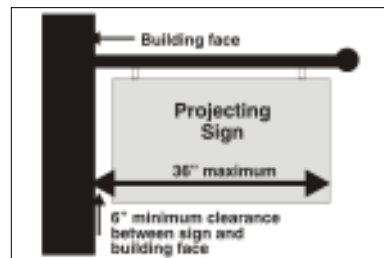


### PS2. Limit the number and size of projecting signs

*Use no more than one projecting sign per business frontage.*

*Limit the size of any projecting sign to five square feet.*

*Project signs no more than 36 inches from the building face, and provide at least 6 inches between the inside edge of the sign and the building.*



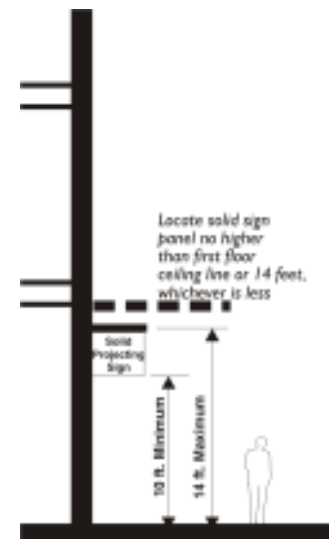
### PS3. Relate the design of projecting signs and supports to the character of the building

*Simple round or square horizontal supports with capped ends, painted black or white, are generally always acceptable. However, more decorative approaches may be desirable when appropriate to the sign and/or architectural character of the building.*



### PS4. Position projecting signs to complement the building's architectural details

*Locate solid panel signs below the first floor ceiling line, or no more than 14 feet above the sidewalk, whichever is less. Provide at least 10 feet from the bottom of projecting signs to the ground in pedestrian areas and 14 feet in areas with vehicular traffic.*



## Hanging Signs

### HS1. Use high quality materials

*Use wood or metal and avoid shiny plastic or fabric. Finish all exposed edges. Suspend signs with metal rods, small scale chain, cable, or hooks.*

### HS2. Limit the number and size of hanging signs

*Use no more than one hanging sign per business. Limit the maximum sign size to 3 square feet. Mount signs to provide a minimum of 8 feet clearance between the sign and the sidewalk.*

### HS3. Orient hanging signs to pedestrian traffic

*Mount signs under awnings, bay windows or other projections with their orientation perpendicular to the building face so that they will be visible to pedestrians passing on the sidewalk. If multiple hanging signs are placed along a business frontage, they should all be mounted with their bottom edge the same distance above the sidewalk, and should be of a similar size and shape.*



## Freestanding Signs

### FS1. Limit freestanding signs to businesses in residential scale areas

*Businesses located on side neighborhood streets and the west side of Depot Street are suitable places for this type of sign. Signs of this type would be located in the front setback area.*

### FS1. Limit the number and area of freestanding signs

*No more than one sign may be installed on any single parcel. However, more than one business may be identified on the sign so long as the type style and color are identical for the individual businesses. Signs should not*



*exceed 6 square feet in area, excluding the supporting structure which should be relatively small in scale. The maximum height of any sign should be 7 feet. Use wood or painted metal for supports and sign panels. Interesting icon designs are encouraged.*

### FS3. Provide soft and subtle lighting

*Because of the mix of uses in the neighborhood areas of downtown, it is important that the signage for businesses sharing the area not intrude unnecessarily on their neighbors. Sign lighting should be limited to late afternoon hours during short daylight months and to those businesses that are open of an evening*

*Lighting, when needed, should be provided by small spot lights mounted either above the sign or at the ground level. Fixtures should be shielded to minimize light glare into surrounding areas. Fixtures should be well designed - standard spot lights without shades are unacceptable.*



## Plaque Signs

### PL1. Limit the location and size of plaque signs

*Locate signs only on wall surfaces adjacent to tenant entries or entry passageways to off-street courtyards. Signs identifying a single business should be limited to an area of 4 square feet. Directory signs for the identification of multiple second floor or courtyard tenants may be larger, but no more than 8 square feet in area.*



### PL2. Use plaque signs for the display of restaurant menus

*A restaurant district is enhanced when a variety of restaurants share the area and customers are able to walk from one to the next to compare menus and prices. Attractive menu boxes with lighting assist in this process. Menu signs or boxes should not exceed 6 square feet in area, and should have internal indirect lighting (e.g., bulbs located in the frame to cast direct light over the menu surface) or direct lighting using decorative fixtures.*



## Business Directional Signs

Business Directional Signs are intended primarily for businesses with limited exposure on Monterey Road. A uniform system of supports and sign panels will be developed and managed by the city. New sign panels will be by permit.



## Monument Signs

### MS1. Limit the use of monument signs to projects in the area east of the railroad tracks

*Larger projects, including the County Courts facility, may require signs to identify them to passing motorists. Signs should be limited to the project name and logo or that of a single tenant, and should not include the names of multiple tenants unless all tenant names use the same type style and color.*

### MS2. Limit the size of monument signs

*Signs should not exceed 60 square feet in area, 6 feet in height, and 10 feet in length. Directional signage for motorist is allowed but may not exceed 20 square feet in size per sign nor 4 feet in height.*

## IMPLEMENTATION STRATEGY

### Overview

Achievement of the Downtown Morgan Hill vision will require the commitment of both public and private resources and creativity over an extended period of time. Some elements of the plan (e.g., governmental regulations changes) can be accomplished in relatively short order, and the city can earmark funding for a limited number of catalyst projects and programs over the next five to ten years. However, the bulk of the implementation activities and financial investment will be carried out by individual entrepreneurs and by interested groups like the Downtown Association over a period of years.

The implementation strategy set forth in this document focuses primarily on the steps that can be taken by the public sector to encourage and facilitate those private sector initiatives. Priorities are based on those established by the Downtown Task Force. Together the priorities and implementation tasks serve as a general road map for actions over the next five to ten years. While these are time tested as appropriate and effective tools for downtown revitalization, flexibility should be maintained to respond to special opportunities that may be presented. However, before significant changes in priorities or funding allocation are made, new opportunities will be evaluated as to their relative contribution to meeting the goals and vision set forth in this plan.

### Implementation Emphasis

The following objectives will guide further public planning and implementation activities.

#### Land Use

- Encourage a diverse mix of uses emphasizing specialty retail, restaurant and entertainment uses
- Emphasize transit-oriented uses which do not require large amounts of on-site parking
- Rehabilitate existing downtown residential units
- Add a substantial number of residential units in or near downtown with densities in excess of ten dwelling units per acre
- Strengthen downtown through emphasis on the infill development of vacant lots along Monterey Road

- Encourage the conversion of residential uses between Monterey Road and Depot Street to small scale commercial uses and upgraded residential units.

### Parking and Circulation

- Stimulate property improvements and new development through the elimination of on-site parking requirements for commercial development
- Provide for new off-street parking lots and long term parking resources management
- Facilitate strong land use, pedestrian and visual linkages between Monterey Road and the commuter rail station and the new County Courts Complex

### Urban Design

- Create a Downtown Village through unified landscaping and street lights
- Make Monterey Road more pedestrian and retail friendly
- Maintain downtown's unique identity and scale with new design related to the existing scale and character
- Create visual and physical linkages to downtown with landscaping, bike paths and entry area signage

### Public Actions and Assistance

- Retain existing businesses and actively recruit desirable new businesses
- Work with property owners to rehabilitate major existing buildings
- Work with property owners of undeveloped and under developed properties to bring new investment to downtown
- Push for early implementation of flood control improvements
- Encourage coordination of new development among property owners

## Implementation Tasks

### A. Land Use

#### 1. General Plan and Zoning

*Amendment of the Morgan Hill General Plan and Zoning Ordinance to modify the land uses for properties between the railroad tracks and Butterfield Boulevard and for the area just north of the downtown, bounded by Monterey Road, Central Avenue, the railroad tracks and Main Avenue.*

**Important policy decisions:**

- *Acceptable maximum and minimum residential densities, building heights, and parking standards*
- *Possible changes to General Plan 70/30 ratio of single family detached housing standard*

#### 2. Ground Floor Use

*Adoption of a city ordinance to control ground floor uses along Monterey Road and Third Street as described on page 15. Generally, ordinances of this type limit the leasing of space in ground floor locations for a specific period of time. In the event that an owner is unable to lease the space to an approved use in this time frame, a provision is included to allow relief from the provision if another use can be shown to have a clear public benefit to the downtown. The implementation of a Downtown Business Attraction Program by a Downtown Association is often a companion action to such an ordinance and used as a means to assist property owners in finding appropriate and desirable tenants.*

**Important policy decisions:**

- *Precise boundaries of use restriction area*
- *Maximum time frame of restrictions on individual vacant spaces*

#### 3. Measure P Modifications

*For downtown to achieve the objective of creating a stronger downtown residential community, some modifications would be needed to Measure P which currently controls residential growth. Downtown residential development would have several positive results including a broadening of the diversity of housing types available in the community, reduced peak hour traffic flows from units located close to the commuter rail station, an increase in resident population without the consumption of open space lands, additional downtown security from a larger resident presence, and increased economic support for downtown shops and restaurants.*

*Changes might include the creation of a priority status for downtown housing; a reassessment of the ranking criteria that better recognizes the benefits of downtown housing and the significant differences between it and housing in other areas of the city; the creation of an additional zone for distribution of unit approvals; or other mechanisms that are consistent with the unique market and implementation constraints of this special type of housing.*

**Important policy decisions:**

- *Allocation of units to the downtown area*
- *Criteria for projects selection*

#### 4. Pre-planning for publicly-owned land

*Some preliminary study of the future use of the Public Safety parcel at the northwest corner of Monterey Road and Main Avenue would be appropriate to insure that the future use of that site is supportive of the downtown at such a time as the public safety facilities are moved to a new site.*

**Important policy decisions:**

- *Long range plans for public properties in the downtown area including any additional public uses adjacent to the proposed County Courts Facility (e.g., Fire Station)*

## B. Circulation

### 1. Railroad Pedestrian Crossing

*Plans are proceeding for a pedestrian crossing of the commuter rail track to allow a stronger connection between the large parking lot and future development east of the tracks and the downtown. Consideration and design study of means to visually strengthen the crossing by a formal gateway or other methods to call attention to and direct pedestrians to the crossing could assist in forging a better relationship between the two areas.*

### 2. Llagas Creek Landscaping and Bike Path

*Other public agencies are studying the alternatives for flood control improvements to Llagas Creek. Implementation of flood control improvements are crucial to the future of Downtown Morgan Hill. Currently, a large portion of downtown, including all of the Monterey Road parcels, is included in a 100 year flood zone that impairs reinvestment in existing buildings and new construction. The construction of landscape and pedestrian/ bicycle improvements along with the flood control work is already partially funded by the city.*



Figure 31: Downtown 100 Year Flood Zone



*The city, however, needs to meet with and work closely with the other agencies - especially the Santa Clara Water District - to review alternatives for flood control, and to ensure that the final plans will allow a quality environment and trail. An example of a recently completed creek and trail project in Santa Rosa is shown above.*

### B3. Monterey Road Traffic Study

*The concept for narrowing Monterey Road is discussed on page 18. Prior to any construction to narrow the roadway through downtown from four to two lanes, a traffic study will need to be carried out to determine its feasibility or the parameters of acceptable changes. The study will take into account recent freeway improvements and planned city improvements to the street system. As a part of the study, the advisability of a future traffic signal at Monterey Road and Fourth Street should be included.*

#### Important policy decisions:

- *Relative importance of downtown pedestrian environment and Monterey Road Corridor traffic flows*

### B4. Monterey Road Improvements Plan

*If the narrowing of Monterey Road proves to be feasible from a traffic standpoint, studies and community input will be needed to determine the configuration of changes and the design of improvements. The narrowing of the streets could be implemented in one phase, or as outlined on page 27, a trial period of temporary narrowing could be tried. For either approach, a public information program should be implemented to involve and inform the community of the anticipated changes.*

#### Important policy decisions:

- *Traffic calming measures only or street width reduction*
- *If street width reduction, trial period or permanent construction*

## C. Parking

### C1. Parking Resources Management Program

*The intent of this program is to stimulate commercial development and maintain a high level of landscaping and use continuity by modifying the existing parking requirement in the downtown core. Commercial development would no longer need to provide on-site parking, and in fact would be prohibited from doing so unless it could be accomplished without negatively affecting pedestrian continuity and the visual environment. Residential development, west of the railroad tracks between Dunne Avenue and Main Avenue, would no longer be required to provide on-site guest parking.*

*The city, with downtown and community input, will need to establish a comprehensive plan and program for the retention, acquisition and management of downtown public parking resources. The plan will need to include procedures for monitoring parking utilization, criteria for the acquisition of new parking resources, steps to maintain and improve existing downtown parking resources, plans for setting and enforcing time parking limits in high use areas, and approaches to establishing joint power arrangements for studying and developing joint parking structure facilities east of the railroad corridor. The goal of the program will be to manage the resources in such a way as to minimize the need for new parking resources. However, a key component of the program will be to ensure that additional resources can be added if needed.*

*The program will need to establish mechanisms for funding improvements and the ongoing management of the program. While the maximum stimulus to commercial development would likely be achieved with the City assuming all of the financial responsibility for providing and managing parking, the financial feasibility of such a step needs study. The desirability and feasibility of property and business owners participating financially in the program through in-lieu fees or an assessment district needs to be evaluated. The Morgan Hill Downtown Association should take an active role in developing and administering the program.*

#### Important policy decisions:

- *Parking requirements elimination for all new development or selected categories only (e.g., retail and non-office uses fronting on Monterey Road and Third Street; ground floor uses only; commercial uses only; etc.)*
- *Advance purchase or commitment of specific sites for future off-street parking resources*
- *Possible pursuit of joint parking resources with the County and Caltrain*
- *Funding mechanisms (e.g., in-lieu fees versus City funding versus assessments)*
- *Future ownership, upgrading, and maintenance of current privately-owned public parking resources*
- *Parking management policies (e.g., parking time limitations, employee parking limitations, and enforcement)*

## D. Urban Design

### 1. Monterey Road Downtown Improvements

*Monterey Road improvements will depend on whether the final approach is to narrow the roadway from four to two lanes or to rely on traffic calming measures to reduce traffic speeds, increase pedestrian safety and create a stronger sense of place for the downtown. Conceptual approaches to these improvements are included in this document. However, once a decision is made concerning which approach to take, additional design study and community input will be needed to refine the ideas, develop estimates of probable cost, and prepare implementation plans.*

#### Important policy decisions:

- *Process for detailed programming and design*
- *Funding mechanisms and timing for both capital and maintenance costs*



## 2. North and South Monterey Road Urban Design Improvements

*The general parameters of streetscape improvements are described on page 36. Further planning will be needed to prepare more detailed concepts and plans.*

### Important policy decisions:

- **Funding mechanisms (e.g., all at once or incremental improvements; public funding or private property assessments or implementation in concert with new development)**

## 3. Depot Street Landscape and Urban Design Improvements

*The schematic design of Depot Street landscape, paving and street light improvements are included in this downtown plan study (see page 32 and 33.) The Depot Street studies were funded by the Metropolitan Transportation Commission (MTC). The MTC and other public agencies such as the Valley Transportation Authority (VTA) may be potential source of funds for the implementation of the project.*

### Important policy decisions:

- **Implementation priority**
- **Implementation phasing (e.g., all at once or incremental related to new development)**
- **Funding mechanisms (e.g., public funding or private property assessments or development conditions of approval)**

## 4. Third Street Urban Design Improvements

*Detailed plans will need to be prepared for the landscaping, paving, street lighting, benches and other street furniture such as trash receptacles, newspaper racks, and possibly kiosks. These plans and improvements will need to be coordinated with existing conditions along the street that may remain and with plans for new construction.*

*Further planning is also needed on the west side of Monterey Road.*

*The conceptual plans included in this plan show a continuation of the major Third Street paving as far west as Llagas Creek where a small mini-park and connection to a potential future creek trail is provided.*

*As a part of this more detailed design, plans and programs for the use of the space will need to be carried out to ensure that the improvements allow flexibility in the use of the space when it is closed for outside dining or special events. Possible requirements include sound systems, electrical outlets, water connections, and other features that will make use of the area possible without long setup times.*

### Important policy decisions:

- **Process for detailed programming and design (including future public program uses and management responsibilities)**
- **Implementation priority**
- **Implementation phasing (e.g., all at once or incremental related to new development such as south side improvements constructed with the Sunsweet Site development and north side improvements only when residential properties converted to commercial uses)**
- **Funding mechanisms (e.g., public funding or private property assessments or development conditions of approval)**
- **On-going maintenance responsibilities (e.g., City personnel versus Morgan Hill Downtown Association versus fronting businesses and property owners)**

### 5. Neighborhood Streets Landscaping and Urban Design Improvements

*These improvements will include street trees, sidewalk improvements, sidewalk and landscape encroachments into the street at corners, street lights, benches and street furniture and special paving in parking lanes. Detailed study will be needed to allow initial implementation of major improvements within the existing framework of uses and curb cuts with the ability to fill in gaps in the future when parcels change from residential to commercial use and no longer have curb cuts.*

#### Important policy decisions:

- *Extent and timing of improvements*
- *Implementation phasing (e.g., all at once or incremental)*
- *Funding mechanisms (e.g., public funding or private property assessments or development conditions of approval)*

### 6. Public Parking Lot Improvements

*Some of the parking lots currently serving downtown have little attractiveness, and lack smooth paving, landscaping, lighting and pedestrian connections. Each lot is different and often cramped for space. Special plans will be needed to do the best job possible, within the size limitations of the lots, to increase their attractiveness and to make them feel secure at night to encourage usage of downtown restaurants and entertainment uses.*

#### Important policy decisions:

- *Future ownership, upgrading, and maintenance of current privately-owned public parking resources \**
- *Potential acquisitions of land to improve capacity and efficiency of existing off-street parking lots \**

*\* Decisions will be a part of the Parking Resources Management Program*

### 7. Railroad Corridor Landscaping

*Landscaping, including pedestrian ways along the west side of the tracks, will need to be planned in the context of meeting any special requirements of the railroads and the maintenance of sufficient parcel dimensions to allow adjacent development.*

### 8. Dunne Avenue Urban Design Improvements

*Studies are currently underway for improvements along this entry corridor to downtown. If a logo or other identity element is developed for the downtown, additional studies should be carried out to see if they can be integrated into these improvements (e.g., special banners on street light standards.)*

### 9. Public Signage Improvements

*Public signage will include new, updated parking lot signs and directional signs to guide downtown visitors to parking lots and public facilities such as the commuter rail station, the Community Center and the Playhouse. Studies will be needed to integrate any downtown identity elements; to establish a unified, simple, and easily readable sign system; and to find appropriate locations for the signs. As a part of this process, all signs within the public right-of-way should be inventoried, and any sign that is not essential should be removed.*

### 10. Downtown Logo and Identity Elements

*Many cities develop special identity elements to reinforce downtown as a unique place, and for use in common promotional activities (e.g., shopping bags or advertisements in regional newspapers.) This is usually done through the hiring of graphic design specialists with experience in this work, but is also sometimes initiated as a local design competition to generate interest in the revitalization of the downtown.*

**11. Freeway-oriented Directional Signage**

*The location and design of an identity sign near the Dunne Avenue interchange can be included as a part of the public signage improvements task above, and could use some of the same design features of those signs.*

**12. Private Signage Improvements Program**

*Private business signage is often ordinary and unimaginative - especially if there are no inspiring examples in the area, no expressed expectation that signs should be special, and no easily identified nearby sign designers and fabricators that can make the process easier.*

*A program to assist business owners could improve this situation. Components of the program might include the establishment of a registry of sign designers and fabricators who would be available to assist small business owners. This could include sign design assistance or city grants, matching funds, or low interest loans to help in the design and fabrication of the signs. Another possibility would be the creation of a sample book of good signs that could assist owners in picking appropriate sign types and working with sign fabricators.*

**Important policy decisions:**

- *City-sponsored incentives for signage upgrades*
- *Priority for funding*

**13. Sign Ordinances Changes**

*The current sign ordinance sets aside a special section for the downtown CC-R zone, requiring compliance with the 1980 Downtown Design Plan. This section will need to be updated as will the A-Frame ordinance to address the appropriate number and location of A-frame signs.*

**14. County Courts Complex Coordination**

*Occasionally, County projects constructed within incorporated communities in California fail to take adequate care to fit the new development into the local city fabric. The complexities of building programs and the often need for rapid implementation conspire to limit adequate consultation and coordination. However, the location of the proposed Courts facility in close proximity to the unique Morgan Hill downtown should require a building complex executed with sympathy toward the vision and scale of Downtown Morgan Hill. Special attention should be given to working with County staff to ensure implementation of the site planning and design principles for the complex set forth in the "Architectural Design Guidelines for the South Santa Clara County Courthouse (February 29, 2000)" to enhance the potential for pedestrian connections to the downtown and a unique design character.*

**15. History Appreciation Program**

*Many communities have found that identification and promotion of their unique history is of benefit both to local residents and to businesses as well. One way of achieving this is to encourage, perhaps with some modest funding, the use of historic plaques to identify interesting downtown buildings in the community's history. Plaques attached to building walls or freestanding as part of the streetscape are two common methods.*

**16. Public Art Program**

*The encouragement of public art is another way that cities have found to enrich their downtown environments. Public art can be used as a part of entry identity features, integrated into the design of street furniture, included as a part of special sidewalk and street paving, or any number of other ways. Some communities fund such improvements in public areas. Others require or encourage public art as a part of private development projects.*

## E. Development Assistance

### 1. Facade Improvement Program

*The city currently has a facade improvement program, but it requires participating owners to grant the city a facade easement - a step that some owners are unwilling to take. Given the current level of lease rates in the downtown area which make the construction of new buildings difficult in the short to medium term, consideration should be given to modifying the facade program to make it more appealing to property owners. The program should emphasize improvements to display windows, entries and signage.*

#### Important policy decisions:

- **Potential changes to the program to encourage broader participation (e.g., level of funding)**

### 2. Rehabilitation Improvements Program

*While similar to a Facade Improvement Program, rehabilitation improvements generally involve more extensive and more expensive changes including seismic structural upgrades, roof and wall improvements, water and sewer connections, interior structural improvements to allow usage for more modern uses, and a variety of other measures intended to improve the safety of the structure and longevity of the building. Improvements might also include interior improvements to attract a desired downtown use such as a restaurant.*

*It may be beneficial to target efforts in the short term to structures that are outside of the flood zone where significant improvements can be made without triggering undesirable requirements such as the raising of floor levels. The City's current Residential Rehabilitation Program should also be used to upgrade existing downtown residential units.*

#### Important policy decisions:

- **Extent and priority of funding commitments**
- **Identification of target properties**
- **Criteria for considering assistance (e.g., proposed use, types of improvements, amount of investment leverage)**

### 3. Business Retention and Attraction

*The ultimate success of the downtown will be dependent on the mix of uses and the viability of individual businesses. It is always easier to retain a use than it is to attract new ones. The Downtown Association traditionally acts as a link between downtown businesses and the city, and is responsible for identifying the needs of existing businesses and in finding ways to help them. Special business retention targets in the downtown area include the Granada Theater and a downtown grocery store, whether it be the existing Albertson's or a new Ranch-style market tenant. The Morgan Hill Redevelopment Agency is currently preparing a reuse strategy for the Albertson's site.*

*The Downtown Association is also a good vehicle for identifying and attracting specific businesses that would be of benefit to the downtown (e.g., an existing business in another community that might be encouraged to open a similar business in Downtown Morgan Hill.) The City can assist in this effort by coordinating economic development outreach activities with the Downtown Association.*

### 4. Support to the Downtown Association

*City governments are good mechanisms to initiate downtown revitalization activities, provide some initial seed capital, and support private efforts through targeted funding assistance and public improvements. In the long run, however, it will be the downtown property and business owners that will provide the bulk of the funding and creative energy to make downtown a success. Implementation activities should support the Downtown Association, and work toward an increase level of control and self-funding of the Morgan Hill Downtown Association, including the creation of a Business Improvement District.*

## 5. Develop RDA Assistance Criteria

*The removal of the requirement for providing on-site parking for new development is a major incentive for building expansion and new construction. There will be occasions, however, when desirable development may need some form of public assistance (e.g., low interest loans) to make implementation feasible. The Morgan Hill Redevelopment Agency (RDA) will be the primary source of assistance to the private sector in revitalizing the downtown area. This is in addition to the facade rehabilitation program.*

*However, limited resources will require that the Agency carefully evaluate every request and channel assistance to those projects that will contribute most to the realization of the vision set forth in this downtown plan. To guide the Agency's decisions and to assist property owners in understanding the city's priorities, the Agency will establish and publish criteria to guide the city's use of the limited assistance resources. The Agency's criteria will take into account the following factors:*

- *Likelihood that the project will attract new retail, restaurant or entertainment uses to the downtown*
- *Ability of the project to activate the downtown with new vitality and visitors*
- *Contribution the project makes to the strengthening of the primary Monterey Road and Third Street commercial frontages*
- *Project ability to add new residential units to the downtown*
- *Degree to which the renovation of an existing building will substantially improve the exterior attractiveness of the streetscape*
- *Degree to which the project increases the critical mass of uses (e.g., two story new development versus one story infill)*
- *Relative amount of private investment that can be leveraged with public funds*
- *How well it meets the City's Business Attraction Program and Economic Development Strategy*

### Important policy decisions:

- *Target levels and criteria for assistance*

## F. Public Improvement Priorities

To assist in allocating resources over the coming years, the RDA will prepare cost estimates for each of the implementation tasks outlined in this document. All tasks will involve further design studies and community input. For the purpose of further planning and funding, the Downtown Task Force recommended the following priorities.

### First Priority

#### 1. Monterey Road Traffic Calming Improvements

*This is a very high priority with the Morgan Hill Downtown Association and necessary to improve safety and better establish the downtown as a pedestrian-oriented district.*

#### 2. Llagas Creek Flood Control Improvements

*This will be an on-going process that will take some time given the number of agencies involved and the limited funding currently available. However, until the improvements are implemented and the flood restrictions lifted on the downtown area, little new development will be possible.*

#### 3. Parking Resources Management Program

*The establishment of ground rules and funding for parking related to new development will be important to stimulating positive future land use and physical changes in the downtown. Tied to this program should be the improvement of existing downtown parking lots with landscaping and lighting, land acquisition, if needed, for future downtown public parking lots.*

#### 4. Depot Street Landscape and Urban Design Improvements

*Efforts should be concentrated on seeking assistance through outside funding sources. This area has a generally blighting influence on the downtown visual environment at the moment. Improvements along this street will tie the area more strongly into the rest of the downtown, encourage its use as a downtown parking resource and establish stronger linkages between the community and the commuter rail station on Depot Street.*



**5. Railroad Pedestrian Crossing**

*Implementation of the long planned crossing near the commuter rail station is critical to the future integration of the County Courts Facility and new development along Butterfield Blvd. into the downtown.*

**6. Facade and Private Signage Improvements**

*Given the short term flood control and economic restrictions on new development, efforts need to be concentrated on improving the appeal of the current buildings to attract new customers and to signal a resurgence of commitment to the downtown.*

**7. Public Signage Improvements**

*The development of a unified design for downtown signage and directional signage leading to the downtown will add to the other improvements noted above to establish a stronger sense of downtown as a major community focal point.*

**8. Llagas Creek Landscaping and Bicycle Paths**

*Improved linkages with the downtown will enhance its role as the social heart of the city and encourage greater use of the commuter rail system.*

**9. Third Street Urban Design Improvements and Focal Point**

*This area represents the future heart of downtown activity and new investment, and is important to the overall vitality of the downtown. It should be implemented as soon as possible. However, the implementation of improvements is best carried out in conjunction with the development of the Sunsweet Site - an activity that will be hampered until the downtown flood control improvements are completed. It would also be desirable to see the properties at the southeast corner of Monterey Road and Third Street developed with compatible uses in coordination with these improvements.*

**Second Priority****1. Upgraded downtown entry features****2. Neighborhood Streets Landscaping and Urban Design Improvements**

*Property improvements will occur in areas away from Monterey Road and Third Street over an extended period of time. These improvements will provide visual unity.*

**3. Railroad Corridor Landscaping**

*These improvements will become more important as the County Courts Facility and other development occurs along Butterfield Blvd.*

**4. North and South Monterey Road Streetscape Improvements**

*Street trees, improved sidewalks and landscaped medians on north and south Monterey Road will provide attractive linkages to downtown, and assist in calming the traffic since the street would no longer visually resemble a highway as it does today.*

**5. Dunne Avenue Urban Design Improvements**

*While important to provide attractive visual linkages to the downtown, these improvements will likely be implemented in the context of larger city beautification actions.*

**6. Downtown Logo and Identity Elements**

*Although identified by the Downtown Task Force as a second priority task, this program may be accelerated as a part of the Downtown Associations' revitalization efforts.*

**7. Freeway-oriented Directional Signage**

*Improved signage will be linked closely with the Downtown Logo and Identity programs.*

**8. New parking lots and/or parking structures**

*The provision of additional downtown parking resources will be grow out of the detailed planning and monitoring of the Parking Resources Management Program.*

## APPENDICES

### A. Downtown Plan Team

#### CITY OF MORGAN HILL

##### Downtown Task Force

Greg Sellers *Council Member, Chair*  
Steve Tate *Council Member, Co-Chair*  
Ralph Lyle *Planning Commissioner*  
Geno Acevedo *Planning Commissioner*  
Joe Burch  
Russ Danielson  
Bob Engles  
Rocke Garcia  
Laura Gonzalez-Escoto  
Don Jensen  
Brad Jones  
Lesley Miles  
Sunday Minnich  
Gayle J. Murphy  
Richard B. Oliver  
Gayle Richter  
Mark Turner

##### City Council

Dennis Kennedy *Mayor*  
Greg Sellers *Mayor Pro Tempore*  
Larry Carr  
Hedy L. Chang  
Steve Tate

##### Planning Commission

Geno Acevedo  
Ralph J. Lyle  
Bob Engles  
Joseph Mueller  
Robert J. Benich  
Charles D. Weston  
Robert Escobr

##### Staff

J. Edward Tewes *City Manager*  
David Bischoff *Community Development Director*  
James Rowe *Planning Manager*

##### Business Assistance and Housing Services Department

Garrett Toy *Director*  
Joyce Maskell *Manager*  
Bill Newkirk *Analyst*

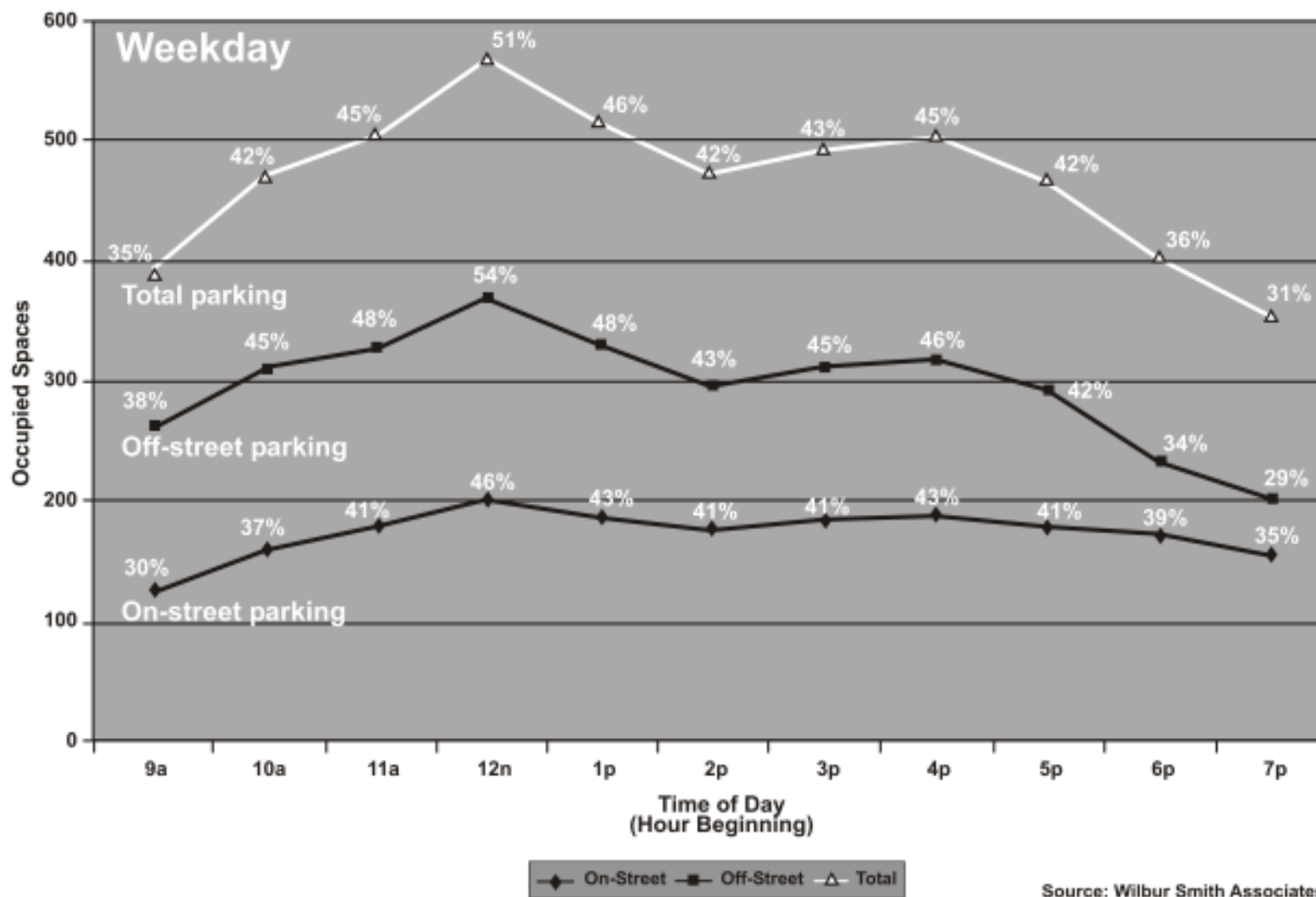
##### CONSULTANTS

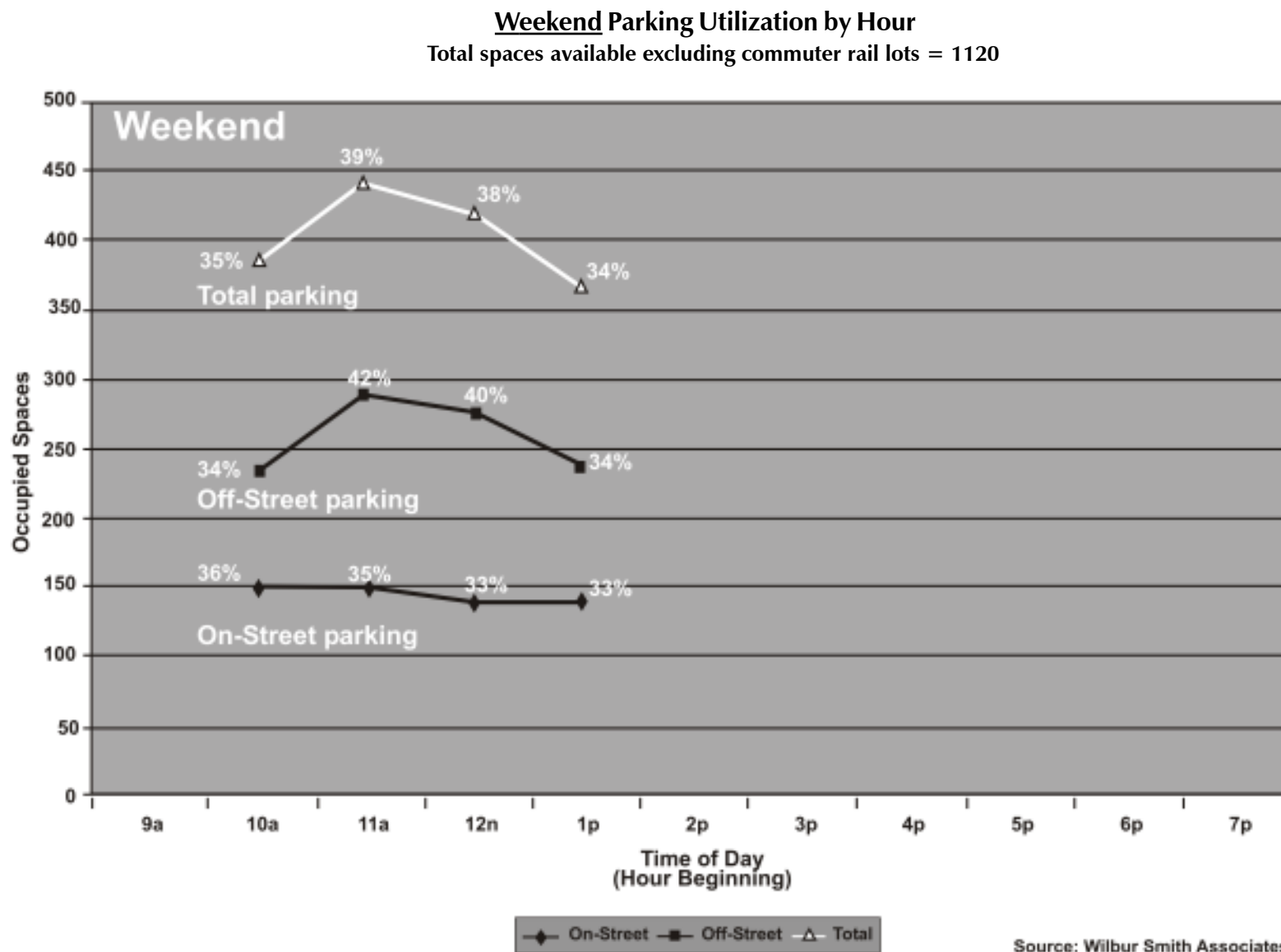
Cannon Design Group  
*Architects and Planners*  
Keyser Marston Associates  
*Real Estate Economists*  
David Gates & Associates  
*Landscape Architects*

## B. Parking Utilization Summary

Weekday Parking Utilization by Hour

Total spaces available excluding commuter rail lots = 1120





## C. Long Term Development Assumptions

DOWNTOWN DEVELOPMENT  
LONG TERM GROWTH ASSUMPTIONS

Potential Development Site	Site (acres)	Site (sq. ft.)	Current Use
A	0.49	21,344	vacant lot
B	0.22	9,583	parking lot
C	0.22	9,583	parking lot
D	0.13	5,663	vacant building
E	0.57	24,829	liq.store & vacant lot
F	0.79	34,412	vacant lot
G	0.77	33,541	existing homes
H	0.95	41,382	misc. businesses
I	1.55	67,518	feed and grain
J	1.85	80,586	existing homes
K	1.80	78,408	existing homes
L	0.64	27,878	existing homes
<b>TOTALS</b>	<b>9.98</b>	<b>434,727</b>	

1 story buildings	
Building @ 0.75 FAR (1 story)	Parking Req'd. (@ 1/250)

16,008	64
7,187	29
7,187	29
4,247	17
18,622	74
25,809	103
25,156	101
31,037	124
25,320	101 (B)
15,110	60 (A)
14,702	59 (A)
5,227	21 (A)

195,611	782
---------	-----

Percent Increase 70% (D)

2 story buildings	
Building @ 1.5 FAR (2 story)	Parking Req'd. (@ 1/250)

32,016	128
14,375	58
14,375	58
4,247	17 (C)
37,244	149
51,618	206
50,312	201
62,073	248
50,639	203 (B)
15,110	60 (A)
14,702	59 (A)
5,227	21 (A)

351,937	1,408
---------	-------

126% (D)

(A) Assumes 25% of parcels convert to commercial at 0.75 FAR

(B) Assumes 1/2 required commercial parking provided on-site

(C) Assumes 1 story

(D) Total current Downtown on-street and off-street parking is 1,120 spaces





*Potential Development Sites Key*